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Advertising Development

Brief Review of and Commentary Upon
Various Phases of Advertising Development
as influenced by the Advertising
Manager and Advertising Agent
as Factors in Creating National
and International Markets for
American Products

With two hundred and fifty Por-
traits of the Publicity Generals
who are in continual rivalry for
Commercial Conquest



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Printing by
X THE GERMANIA PUBLISHING CO. X
Milwaukee.

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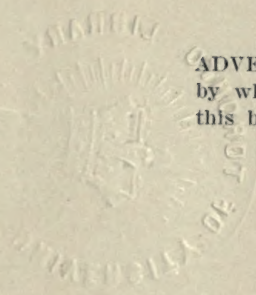
by

EDGAR W. COLEMAN

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To the
ADVERTISING FRATERNITY
by whose work it was inspired
this book is cordially dedicated.

to Mr. Geo. E. Long
with the compliments of



Edgar W. Leman

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FOREWORD.



IN the following pages some of the historical data and illustrative examples are based upon notes from many sources and the author wishes to acknowledge his indebtedness therefor, especially to Sampson's "History of Advertising," Calkins and Holden's "Modern Advertising" and the various Advertising Magazines. Thanks are also tendered to the gentlemen and ladies who were so courteously responsive to the request for permission to use their photographs in the portrait section of the book; as well as to the firms who were referred to regarding the data pertaining to their business.

This book is the outcome of a suggestion based upon the frequently proven interest one is apt to feel as to the personality of others who are, either directly or through some cognate channel, workers in the same professional field. One of the most frequent evidences of this is the cordiality with which men at a convention or similar gathering will greet the opportunity of personal acquaintance with others of whom they know by name or reputation but whom they have not hitherto met. The fact that they have like aims and are working to a common purpose quickly puts them upon a fraternal footing and, whether or not the acquaintance be carried further, such meetings are nearly always borne in the memory as among the most pleasing features of the occasion. The letter-press aims to trace the growth and influence of Advertising as a trade-developing factor and to accord to the Advertising Manager and Advertising Agent the credit that is due them for the important parts they have played in it.


Publicity interests are varied and far-reaching and there are many concerned in the work who are little likely to ever have the opportunity of personally greeting other members of the craft whose work they know and follow with keen interest. To them this collection will probably appeal for the reason mentioned; while others will, it is hoped, be pleased to have the portraits of their professional friends assembled in the compact and easily preservable form these pages offer.

To give that pleasure has been my purpose. Its realization will gratify no one more than

THE AUTHOR.

INTRODUCTORY.

THE SPHERES OF THE ADVERTISING MANAGER AND ADVERTISING AGENCY.

 HE practice of advertising is, almost literally, "as old as the hills." The profession of advertising is, on the contrary, quite a modern affair. What manner of men they are to whose energy and zeal the present-day status of advertising, as a profession, is due the collection of portraits in this book is intended to show.

It is barely a generation since that an advertising appropriation for a carefully planned and definitely formulated advertising campaign was a matter of wondering comment and the man entrusted with the work was credited with opening up a new line of effort which was regarded with an interest largely mingled with suspicion. To-day there are few, if any, lines of importance in which a well studied campaign of publicity is not looked upon as a primary essential for business success, and for the conduct of that campaign the Advertising Manager is accepted, without question, as a recognized and necessary factor.

THE ADVERTISING MANAGER, WHAT HE IS AND HAS TO BE.

The Advertising Manager is like a general in constant and immediate control of a "far-flung battle line," that is always fighting—not merely to conquer new territories, but, also, to retain and strengthen its hold upon the territories already won. Traveling salesmen are his captains, the newspapers and magazines his couriers and skilfully worded arguments his ammunition. Such a man may not always be college bred, but he is sure to be cultured—with a culture that

is more thorough, more comprehensive and more pertinent to the conditions of the commercial world-conquest in which he is a factor, than any purely academic training could possibly furnish. He is a student of theory, but only has use for that which can be applied to practical purposes. To him live issues are of more import than dead languages and he is much more concerned with commodities than he is with the classics. He has to be to fit him for the place he holds and the circumstances with which he has to deal.

He must have a broad and thorough knowledge of the various forms of publicity and the methods of applying them. He must be a profound student of the ever-varying phases of human nature. He must keep ever in touch with the changeful conditions of trade, so as to know when and why this section of the country is likely to offer a good market for his product and that section a bad one. He must know where and why a tactful suggestion and graceful restraint is the right course to pursue, while the "Sledge Hammer" style—bold assertion and glaring display—is right in another. He must be quick to meet unforeseen contingencies by promptly effective remedies and as quick to avail himself of the unexpected opportunities that are so often apt to arise and may not safely be neglected. He must have foresight, patience and grit—caution when it is called for and daring when it is desirable!

The author is indebted to Mr. H. H. Cotter, Advertising Manager of the W. W. Kimball Co., of Chicago, for the following originally expressed opinion as to the value of advertising on the growth of a business, as well as the position which the Advertising Manager occupies in the marketing of goods.

"Imagine, if you can, a man standing on a bridge over a very, very deep pool of clear water. At the bottom he sees clearly an immense amount of precious metal—Gold.

He, like the average business man, is getting some of this precious metal, but is perplexed to find a way to get it in satisfying quantities.

The advertising manager finds the way, and only way, to have it come up in great golden streams, filling the coffers of what was once a mediocre business.

The value of advertising and the advertising manager to a business may well be likened to a successful preacher and his congregation. He, like the preacher, has truth to portray and should have nothing but the truth, as all success is founded on truth. He may clothe his story in parables or use naked statements. In any event he will find short paragraphs effective. Just in proportion to his ability to expound the truth or value of his wares and tell it in a convincing way does the congregation grow or the business expand.

The value of advertising can scarcely be stated in a better way than to say that all merchandise and stores look alike to the average purchaser until he is told different. The most attractive, the most convincing advertiser gets his business.

As to the influence of advertising on our particular business, which was established in 1857, we have always kept the fires burning brightly here at the base, in our own peculiar way, and the radiation of which has gone to the uttermost parts of the earth. The light thus shining has had much to do with the up-building of this business."

THE ADVERTISING AGENT.

How far the organization necessary for the full accomplishment of his purposes may be carried is exemplified to the n'th degree in an Advertising Agency, where the work is to the same end and upon the same general lines as that done by the individual advertiser, but is still more varied and complex. The manager of a high-class Advertising Agency is sometimes the center of a web that envelops the world. There is no country in which he may not be called upon to preach "the Gospel of good Goods," from texts based upon the qualities of widely diverse commodities.

To this end he is continually accumulating data pertinent to the possible exploitation of any given line in any given

market. For the Advertising Agent the preparation and placing of advertising matter is simply one of innumerable branches of publicituous activity. He is a creator of new business and an opener-up of new business fields. His finger is continually on the trade pulse of every community where business is or may be done in any of the lines with which he may be concerned and he is sure to have at his command, or have means of commanding, whatever data an advertiser desires to help him in formulating a plan for covering any territory in any way. His staff is invariably composed of experienced specialists; his knowledge of media is accurate and extensive; his facilities varied and far-reaching. For the entirely reasonable fee that such agents usually charge an advertiser receives a service and counsel that comprehensively summarizes an expert knowledge and skilled experience that could not possibly be at his command in any other way, even at a much larger cost.

MAKERS OF HISTORY.

Such men as these—the Advertising Manager and the Advertising Agent—are, literally and without exaggeration, makers of history, for a broadly planned and vigorously pushed advertising campaign often calls for the qualities of both warrior and statesman. More than one such campaign has partaken of the nature of a crusade—though it carried a commodity instead of a creed—to foreign people and far-distant lands, and the results of some of these crusades have been of greater import and more lasting influence than many a treaty that was enacted with all the ceremonial pomp of political state-craft—only to be promptly ignored or speedily forgotten! Sapolio has played a more important part in the world's affairs than many a mighty satrap! Armour's products are known over a wider territory than any potentate ever ruled! From the frozen wilds of the Arctics to the circuit of the torrid zone the Pabst label upon a bottle carries a message that is known to all men, whatever their race, color or creed!

With this the conditions of our time have much to do, apart from any pre-conceived intent, but every product pushed into a new territory by an advertiser's initiative carries with it a correlative influence which is none the less inevitable because it was no part of any original business plan. But for certain well-advertised portable stoves, tinned meats and vegetables, etc., the treasures of the Yukon would still be known to relatively few, for only by their means was such an influx possible as quickly made settled cities of scattered camps and villages and brought the railway in its train to open up and make more easily accessible the enormous wealth of Alaska!

At the semi-annual convention of the Pacific Coast Advertising Men's Association, held at Portland, June 1st and 2nd, 1908, Rear-Admiral Swinburne declared to the assembled advertising men and their guests:—"There has never been a war brought on by a naval or a military man. All the wars have been brought on by you gentlemen. After you get through destroying certain territory you go on looking for new markets. Sherman is supposed to have said: 'War is hell!' I don't believe he ever said it, but the business comes near it. At sixty-two we in the navy stop, but you keep going on, and just so long as you young men are looking for other markets so long will navies exist."

TRADE FORE-RUNS THE FLAG.

"The Flag follows the Trade" is a legitimate perversion of a much quoted phrase, for there are mighty few corners of creation where the flag can go without finding that it has been preceded by one of Swift's Hams, an Ingersoll Watch, Shredded Wheat, a bottle of Schlitz' Beer, a Kodak Camera, a cake of Ivory Soap, one of Heinz's 57 Varieties, or some other of the well-known and all-pervasive brands of American manufacture. Many a colonial dependency has lost its one-time sovereign status only because it offered, under direct control of the conquering power, a larger and more profitable

market than could be assured if it had been permitted to retain its political freedom!

To the advertising fraternity, collectively, this condition of commercial world-conquest is largely due. The portraits in this book show what manner of men they are, and to their work fully as much as to any other single influence can be attributed the phenomenal industrial and mercantile development that is so noteworthy a feature of this age.

CHAPTER 1.

WHAT IS ADVERTISING?

Some day, perhaps, some keen and logical mind will evolve a generally acceptable answer to the query. Up to now no really satisfactory definition has been framed. There are definitions by the bushel—some good ones, too—but none of them seems to quite square with the ideas of the other fellows. After all, what does it matter? As a general thing a definition is as tiresome as it is useless, especially in these days of swift and incessant change, when the accepted axiom of to-day is apt to be the discarded truism of the morrow! Concerning the underlying principles of advertising, its purposes and its value as a forceful factor in the marvelous industrial and commercial expansion that is one of the most weightily significant features of our history, there is a substantial accord that finds no question in any mind.

Of this substantial accord there is inferential and amusing evidence in a story that appeared in the *Atlantic Monthly* a few years ago. It was Commencement Day at a venerable New England College. A brilliant audience was assembled and the platform was adorned with a dignified and imposing array of the distinguished Faculty and Trustees. Several youthful orators had successively striven for appreciation, but none had aroused especial interest until there appeared a handsome lad, with keen, thoughtful features and dignified air, who strode across the platform in his flowing Oxford gown and smilingly faced his expectant hearers. But the

first words that followed his bow of greeting gave them an awful shock. He said, affably:—"Good Morning! Have you used Pears' Soap?" With that he paused, quietly surveying their scandalized faces as a shudder of startled horror ran through the audience and the learned Faculty behind him gasped with mingled rage and mortification. But after that dreadful pause there came a ringing exclamation:—"This is an advertisement that stares us in the face, turn where we will! Do *you* read the advertisements in the daily papers? You ought to!" And then followed an eloquent address upon the Economics of Advertising—an address so sanely vigorous and convincing, and delivered with such ardor that the terrible youth covered himself with honor and triumphantly bore away the chief prize of the day!

For a long time advertising was a hap-hazard affair, governed by no definite law, subject to no rule but individual whim. Even a century ago the manufacturer seldom dreamed of or desired any broader field than was afforded by his immediate environment. Means of communication were few and difficult; traveling was, for all but the wealthy, tiresome as well as expensive and dangerous; the methods of manufacture and distribution were primitive and utterly inadequate to properly meet a more than merely local demand. If a man sold wine he considered that he had fulfilled all the business requirements of the occasion by putting a bush beside the door of his tavern, as his forebears had done since Babylonian days. The bush had its well-understood message—as it has in many places even to this day—for every neighbor and passer-by. That his particular brand of wine might find a ready market among the thirsty folk of the next county if he would only take it there and let them know about it might be true, but the mere cost of getting it there would more than swallow up the profits, so what was the use? Besides, it would be an innovation, anyway, and innovations are dangerous things to meddle with! It is a creed that still has many believers!

CHAPTER 2.

THE CRIER.

In the most strictly accurate sense of the word, advertising had its beginning the first time that some man shouted or waved his hand to attract some other man's attention. It was carried a step further when a man was appointed official herald or crier to make public announcements and proclamations. This is the one form of advertising that has been known to every race and nation from the earliest times and has lasted, without material change, through all the ages. In ancient Greece the public crier was an official of standing importance and students of classic literature meet with frequent allusions to his functions in summoning the people of Athens to the theatre or assembly, but he was never permitted to murder speech as the modern bell-man or town-crier has been notorious for doing. The Greeks were keenly critical in the matters of euphony and pronunciation and made purity of diction one of the conditions of office. So scrupulous were they that in all matters of especial importance, such as the proclamation of laws, the public crier was accompanied by a musician, whose duty it was to guard the crier against errors of intonation and expression.

From this period comes the story of the "Hue and Cry" after the absconding Psyche. Venus requests Mercury to "proclaim her in public and announce a reward to him who shall find her." Mercury is given a little book containing her name and descriptive particulars and descends to earth,

where he goes about among the nations, proclaiming the loss of Psyche and the reward for her return:—"If anyone can seize her in her flight and bring back a fugitive daughter of a king, a hand-maid of Venus, by name Psyche, or discover where she has concealed herself, let such person repair to Mercury, the crier, behind the boundaries of Murtia (i. e.:—At the back of the temple of Venus Myrtia—the Myrtle Venus—on Mount Aventine, in Rome), and receive by way of reward for the discovery seven sweet kisses from Venus herself." Venus, by the way, seems to have had considerable trouble with runaways, for in the first idyl of Moschus—a Syracusan poet who flourished about 250 B. C.—she is described as again advertising:—"If anyone has seen my son Eros straying in the cross-roads, he is a runaway. The informer shall have a reward. The kiss of Venus shall be your pay; and if you bring him, not the bare kiss only, but, stranger, you shall have something more." That last clause would seem to indicate that Venus had a very fair idea of how to frame a temptingly worded advertisement without incurring any risk by being too definite.

The Herald was the most aristocratic form of crier and the importance attached to his office may be gauged by the fact that even from the earliest times his person was considered sacred. Even a verbal insult to a herald has more than once been considered a valid reason for war. In mediæval times the criers were the subject of many stringently protective laws and the office became literally a national institution. In time the work of the crier was confined solely to official announcements and proclamations, and merchants were permitted,—without the risk of personal punishment and forfeiture of goods that such independent action would once have incurred—to announce sales and cry goods upon their own account.

In the Middle Ages this work of crying his master's goods was part of the duty and training of an apprentice. By the fifteenth century it had become quite customary for merchants to employ touts at their doors, whose business it was

to cry out the merit of their wares and entice customers. Though the custom is no longer general it still survives. In Lydgate's ballad of "London Lyckpenny," written in the first half of the fifteenth century, we are given a vivid picture of the custom. The shopmen stand at the doors, trying to out-bawl each other. The spiceer or grocer bids the Kentish countryman to come in and buy some spice, pepper, or saffron. In Cheapside the mercers bewilder him with their velvets, silks and lawns, and lay violent hands upon him in the effort to attract his attention to their "Paris thread, the finest in the land." All through Canwick (now Cannon Street), he is persecuted by the drapers, who offer him cloth. In Eastcheap the keepers of the eating houses sorely tempt him with their cries of "Hot sheep's feet, fresh maqurel, pies and ribs of beef." At last he falls a prey to the tempting invitation of a taverner, who cringingly bows as he plucks his sleeve and coaxingly asks him, "Sir, will you try our wine?", whereat the countryman enters the house and spends his only penny. The "barkers" of our day are the sole representatives of the once flourishing fraternity, so far as this country is concerned, and they are as blatant and boldly assertive as any of their fore-runners, but the crier or bellman is still an institution in many European and Oriental cities.

In this country the crier was quite as important an official as in Europe and he was still to be met with up to recent years. At the present day he is only to be found among the Pueblo Indians, who hold his office in high honor. When the famous "Boston Tea Party" was in preparation, in 1773, it was the town crier who called the people to the preliminary meetings at Liberty and Faneuil halls. The quaint old town of Nantucket had an official town crier as late as the year 1898. This crier, "Billy Clark" by name, was a well-known character—armed with a fish-horn he would walk through the streets calling aloud the news of the day as gleaned from the headlines of the newspaper and interspersing his intelligence with bits of local information. An impediment in

his speech made his proclamations quite unintelligible to a stranger, but to the regular Nantucketer his tidings would run somewhat in this fashion:—

"Now, there's been a FEARFUL FLOOD OUT WEST —Mississippi River's all under water! BIG MURDER in Chi-Chicago! Awful news in the pa-a-a-per to-day! Does any lady or g-gent want to buy water melons? Vessel at straight wharf," or

"Now, what do you think about S-S-Sampson? He's g-going to bombard S-Santiago to-day! There's a r-r-ripping fire at St. Louis—millions gone up! Big surf at Wauwinet. Steamer C-Crosskaty will leave at t-two o'clock."

CHAPTER 3.

THE POSTER.

Writing was turned to account even in its most rudimentary stages for notices and announcements of various kinds. Papyri more than 3,000 years old have been exhumed from the ruins of Thebes, describing runaway slaves and offering rewards for their recovery. The Greeks used to attach pieces of sheet lead—lead being a metal that was especially sacred to Plutus—to the statues of the infernal deities, praying that their avenging wrath should fall upon persons who had stolen the petitioner's property or otherwise wronged him. As these singular inscriptions often gave the full name of the offender it is quite possible that the advertiser counted upon the publication making things fully as unpleasant for the culprit as the somewhat problematical wrath of the gods. A most interesting collection of these singular imprecations was found at the Temple of Demeter, at Cnidus, in 1858, and is now stored in the British Museum.

Both the Greeks and the Romans were in the habit of arranging for a whitened wall space on their houses, on which would be written matters relative to their affairs, sometimes scratched but usually painted. These wall signs were in common use, also, for all sorts of business and official announcements—plays, gladiatorial contests, baths, houses for rent or sale, etc. This form of advertising is the origin of the poster and bulletin-board of our own day, but it was never, as in the case of the crier, in consistently general use until printing

was invented. The progress of knowledge was too sadly hindered by the long lapses due to the frequently recurring internal wars and the almost continually unsettled political conditions which were, for so many centuries, an ever-present feature of ancient and medieval history. When city warred against city and there was apt to be bitter and long-lasting feud between neighboring towns manufactures languished and commerce grew timid, while art found little encouragement and less support except such as it could gain from the oft-times grudging patronage of the Church.

When, as was the case for so many centuries, some of the most highly-bred and cultured men of their time thought it a matter of offence to be suspected of the ability to read or write there was little likelihood of any class—outside of the monks, who could hardly be considered a purchasing class—being interested by a written notice which none but a priest or professional scribe could read, even if it had been possible to find a merchant who could write one. But as national politics gradually assumed a more settled and stable form there was a concurrent growth of trade and commerce and the finer arts that furnish the most refining influences of life came into their own.

THE INVENTION OF PRINTING.

With the invention of printing came a comprehensive means of propagating knowledge the boundless influence of which not even the most optimistic and far-seeing minds of that day could be expected to realize. From that time dates Advertising in the sense in which we understand the term to-day. Printing assured what was, for those days, a ready and rapid means of producing announcements, though it was long before it became practicable to use it on any but a small scale. Caxton printed what may reasonably be considered the first poster in England. It announced the sale of the "Pyes of Salisbury use," at the Red Pole, in the Almonry, Westminster, and the date was some time in 1480.

They were small hand-bills, about five inches by seven, and ran as follows:—

"If it please any man spirituel or temporel to bye our pyes of two or thre comemoracio's of Salisbury use, empynted after the form of this prese't letre, whiche ben wel and truly correct, late hym come to Westmonester, into the almonestrye at the reed pole and he shal haue them good and chepe :

Supplico stet cedula."

It may be as well to explain that the pies were not of an edible nature. They were a collection of rules (in this case for the diocese of Salisbury), to show the priests how to deal, under every possible variation of Easter, with the concurrence of more than one office on the same day. Each diocese had its own rules.

For the next two hundred years writing continued to be the most generally used form for advertising purposes, but as printing methods improved the use of the hand-bill, as we should now call it, became more and more prevalent. In the sixteenth and seventeenth centuries they were generally called siquis from the two Latin words *Si quis*—"If anybody"—with which they almost invariably commenced, and they were often satirised by the dramatists of the day for the inflated language used in them. Thus, in Holliday's "Technogamia" (1618), Geographus sets up the following notice:—

"If there be any gentleman that, for the accomplishing of his natural endowment, intertaynes a desire of learning the languages, especially the nimble French, maiestik Spanish, courtly Italian, happily compounding Greek, mysticall Hebrew, and physicall Arabicke; or that is otherwise transported with the admirable knowledge of foraine policies, complimentall behaviour, naturall dispositions, or whatsoever else belongs to any people or country under heaven, he shall, to his abundant satisfaction, be made happy in his expectations and succede if he please to repair to the signe of the Globe."

If Geographus lived nowadays we should certainly find him at the head of a Correspondence College, teaching every imaginable subject of study by a course of so-many lessons by mail!

CHAPTER 4.

PERIODICAL ADVERTISING.

Pamphlets and small books of news were printed in Vienna and other parts of Germany as early as 1524. They can hardly be classed as periodicals for their times of publication were very irregular, but are worthy of note in this connection because a copy of one of them, printed in 1591 and now preserved in the British Museum, contains a newspaper paragraph which is the earliest approach to an advertisement yet met with in any printed journal. It was a "puff" of a book which had been written to describe an unknown plant that had made its appearance near the town of Soltwedel, thereby causing considerable perturbation among the believers in signs and omens. The first genuine miscellaneous advertising yet discovered occurs in a Netherlands black-letter newspaper, which was published without any title, November 21, 1626, and it relates to an auction sale of goods taken from prizes—Sugar, ivory, pepper, tobacco, logwood, etc.

Newspaper Advertising practically came into being with the foundation of the daily. The first periodical published in England was a weekly, in 1622. It was entitled "The Certain Newes of the Present Week," and was solely a news paper, carrying no advertisements. It was published by Nathanael Butler, a book-seller and pamphleteer. The Venetian Gazettes, which then circulated in manuscript form, gave him the idea of printing a weekly budget to meet the craving for news inspired by the contest then raging so bitterly between the

Court and the Parliament. One of his announcements ran thus:—

"If any gentleman or other accustomed to buy the weekly relations of newes be desirous to continue the same, let them know that the writer, or transcriber rather, of this newes, hath published two former newes, the one dated the 2nd and the other the 13th of August, all of which do carry a like title with the arms of the King of Bohemia on the other side of the title-page, and have dependence one upon another; which manner of writing and printing he doth purpose to continue weekly by God's assistance from the best and most certain intelligence; farewell, this twenty-three of August, 1622."

The venture was far from being a pecuniary success. Butler shared the fate that almost always attends those who are guilty of too daring a departure from the usual. The public fought shy of it while the literary men ridiculed the plan unmercifully. By none was it decried more bitterly than by Ben Jonson, who took what would nowadays seem the paradoxical ground that the information contained in the paper "had ceased to be newes by being printed." But, though this particular venture had been a failure, the idea had taken root and "The Certain Newes" was the actual foundation of English periodical literature and justifies Butler's title of "the father of the newspaper press."

So far as it is possible to trace a religious book advertised in "The Perfect Occurrences of Every Daie", April 2, 1647, was the first article ever advertised in the English language. The earliest that can be quoted appeared in the "Mercurius Politicus", for January, 1652, and ran as follows:

"IREDONIA GRATULATORIA, an Heroick Poem: being a congratulatory panegyrick for my Lord General's late return, summing up his successes in an exquisite manner.

To be sold by John Holden, in the New Exchange, London. Printed by Tho. Newcourt, 1652."

THE TIMID COMMENCEMENT OF NEWSPAPER ADVERTISING.

That newspaper advertising was making definite progress, though slowly, was proved by the publication of a periodical

sheet in 1657 which was devoted exclusively to advertising and shipping intelligence. But, even at its best, the newspaper advertising of that day was merely sporadic and tentative. Not till long after the day of the daily had arrived did it begin to show any sign of consistent growth. The first daily was a morning paper, the "Daily Courant," published in 1709 (the first afternoon daily did not appear until 1778). For a long time the "Courant" had the field to itself, but in 1724 two others appeared and from that time on they multiplied rapidly. The first newspaper advertising related to books, but commodities quickly followed and one of the earliest is here reproduced from the "Mercurius Politicus," of September 30, 1658:—

"That Excellent, and by all Physicians approved. *China* drink, called by the Chineans *T'cha*, by other nations *Tay* *alias Tee*, is sold at the Sultaneess Head Cophee House, in Sweeting's Rents, by the Royal Exchange, London."

The business men generally were slow to recognize the possibilities that press advertising presented, yet there were not wanting some who seemed to realize, though vaguely, what enormous potentialities of trade awaited any who could take advantage of them when a change in trading conditions should make it possible—the innumerable far-a-way folk that had feet to be shod and bodies to be clothed and fed; the multitudinous necessities and luxuries that offered such sure channels for business profit if only the people and the goods could be made acquainted! One such man—a true business pioneer—was Jonathan Holder, a London Haberdasher, who offered "a printed list of prices" as a bonus to every purchaser of a guinea's worth of goods. The poor man brought down upon his astonished head a perfect storm of wrathful denunciation! The paper which published the item held him up to public reprobation for adopting a measure "so destructive to trade," and his "foolish and ruinously expensive innovation" filled his fellow-tradesmen with righteous scorn!

A PERPLEXING PROBLEM.

Newspapers afforded the means of acquaintance long before the methods of manufacture and distribution made it possible to fully utilize them and the prim, stiffly formal style of the earlier newspaper advertisements is curiously illustrative of the timidly tentative manner in which the subject was first approached. The newspapers did not seem to know, sometimes, just what to do with them and were not quite sure that advertising matter had any business in a newspaper, anyway. This perplexity is oddly illustrated in a notice which appeared in the London Gazette (now the London Times), May 10-14, 1666—which is, by the way, believed to be the first instance of the word "Advertisement" ever being used as a newspaper heading:—

"An Advertisement—Being daily prest to the Publication of Books, Medicines, and other things not properly the business of a Paper of Intelligence, This is to notifie, once for all, that we will not charge the Gazette with Advertisements, unless they be matters of State; but that a paper of Advertisements will be forthwith printed apart, and recommended to the Publick by another hand."

This was evidently the forerunner of the special supplement with which we are now-a-days so familiar. The matter was almost as perplexing to the advertiser and for the next 150 years, though there was a continual increase in the scope and volume of newspaper advertising, it was very slowly gradual and there was relatively little difference in method.

NEWSPAPER ADVERTISING PIONEERS.

That somewhat erratic genius Sir Roger L'Estrange, who had been made licenser of the press and was editor of a semi-official organ, seems to have been the first man to push his paper as an advertising medium by urging upon his readers the profitable possibilities of newspaper advertising. He issued a weekly paper called "The City Mercury," of which he distributed one thousand copies free: trusting to the revenue from the advertising to re-imburse him—a plan

worthy of especial note, in that it fore-shadowed the present plan, by which newspaper publications chiefly rely upon the receipts from advertising. His first announcement upon this line appeared in 1675 and was as follows:

“Whereas divers persons are at great expense in printing, publishing, and dispersing of Bills of Advertisements; Observing how practical and Advantagious to Trade and Business, this Method is in parts beyond the seas,

These are to give notice, That all Persons in such cases concerned henceforth may have published in print in the *Mercury* or *Bill of Advertisements*, which shall come out every week on *Thursday* morning and be delivered and dispersed in every house where the Bills of Mortality are received, and elsewhere, the Publications and Advertisements of all the matters following or any other matter or thing not herein mentioned, that shall relate to the Advancement of Trade or any lawful business not granted in propriety to any other.”

But this was merely one of many ephemeral interests with the versatile Sir Roger. The one man to whom the infant growth of newspaper advertising owes much more than to any other was John Houghton, for it was he who first made persistent and systematic effort to impress upon the public mind the fact that advertising was a universal medium—one by which buyer and seller could both profit and that was applicable to any trade or profession. Professionally Houghton was an apothecary and he must have been a man of parts, for he was a Fellow of the Royal Society. To his business he added the selling of the new beverages: tea, coffee and chocolate, which were then fighting their way to popular acceptance. In 1682 he established a one-folio half-sheet newspaper, modeled upon the “*City Mercury*,” of 1675, which he called “A Collection for the Improvement of Husbandry and Trade.” It failed, but it was revived a few years later, when he began a systematic campaign to induce all classes of business to advertise. He proceeded, on quite modern lines, to carefully canvass each trade or profession in turn: sometimes giving previous notice that he would, at a stated time, direct his efforts to certain lines of business. As a result his paper

was filled, in course of time, with a most motley collection of announcements:—ox-guts, hoops, onions, pictures, feathers, old sermons, gherkins, quills, masks, leather, painted sticks, Scotch coals, etc., etc. To Houghton, more than to any other individual, was due the establishment of a broadened appreciation of the value of newspaper advertising and his work distinctly marks an important era in advertising history.

Press advertising took its first great stride at the time of the Great Plague, which led to the columns of the papers being flooded with announcements of all kinds of quack Cure-alls and Sure Remedies. From that time on, however, there was a material increase, both in the number of newspapers and the extent and variety of the advertisements. So far as is known the earliest book ever published and placed on public sale which was exclusively devoted to the advertising of a product was a pamphlet entitled "Packwood's Whims." It advertised a certain make of razor strops and was dated July 23, 1796. What is believed to be the first actual newspaper use of the word "advertisement" occurred in the London Gazette, in April, 1666. It was an advertisement from the Hearth Office in London and addressed to farmers concerning the Hearth Tax.

THE TAX UPON ADVERTISEMENTS.

But the success of advertising aroused the jealousy of the government. They were war-like times and the national burden was a heavy one, so that not many taxable opportunities were long neglected. Accordingly, in 1712, a tax of one shilling was placed upon every advertisement. It was a severe blow to the growing interest in publicity, but the advertisers rallied and the advertising still grew, and in 1832 the duty alone amounted to over \$850,000. In the following year the tax was reduced to six-pence and this naturally resulted in a swift and enormous increase. In 1853 the duty was repealed entirely, the taxes for the last year amounting, at the reduced rate, to over \$900,000! In spite of the deterrent influence of the tax there are many curiously significant

evidences of the spreading acceptance of the rapidly growing force and influence of advertising, and it was this acceptance that gave point to Curran's bitter sarcasm that Byron was a poseur for advertising purposes:—"He weeps for the press and wipes his eyes upon the public."

Though it is a fact that does not seem to be generally known a similar tax was, at a much later day, placed upon advertisements in the United States. It was a war-tax, enacted July 1, 1862, to take effect August 1, of the same year. The tax collected for the first fiscal year, ending June 30, 1863, amounted to \$40,628.50. The act was repealed March 2, 1867, and the revenue from this source for the last fiscal year, at 3 per cent. upon advertisements to the value of \$9,609,326.66, amounted to \$288,009.80. Of this sum the state of New York contributed nearly \$100,000 (of which over \$80,000 was paid by New York City); Philadelphia paid \$30,000; Boston \$23,000; Cincinnati \$16,000; Chicago \$15,000 and New Orleans and St. Louis over \$13,000 each. The total sum collected under the act amounted to \$982,992.80.

CHAPTER 5.

THE COMMENCEMENT OF AMERICAN ADVERTISING.

The first American newspaper was published at Boston, September 26, 1690. It was entitled "Publick Occurrences, both Foreign and Domestick." It was short-lived, however, for it made it an especial object to trace down and publicly expose the authors of false rumors. It was not a business that tended to an increase of ease and happiness for anybody concerned, and least of all for the publisher. The public mind was not yet trained to the acceptance of an "Ananias Club" and before long the paper got into trouble with the authorities and was suppressed. The first to have a lasting existence was the "Boston News Letter," a weekly, which was published April 24, 1704. The first American daily was the "Pennsylvania Packet, or the General Advertiser," which was published in 1778, but the "Independent Gazette," which was established in New York in 1787, was the first to make much of an advertising showing—In its second year it had all of 34 advertisements! It began to be evident that newspaper advertising was raising its head and beginning to be known in the land. The American newspapers had quite as hard a row to hoe as their English fore-runners. Even forty years after it had been started the "Boston News Letter" had a circulation of only about 300 and for a long time after the newspaper press had become an established institution the field covered was still too restricted to encourage much effort in the way of general advertising, even had the other

conditions of the time been favorable. Yet, all the time, it was becoming more and more apparent that the newspaper offered a valuable means of extending trade if it could only be properly utilized. But how to properly utilize it was a troublesome problem—as some find it, even to this day!

During this period a notable feature of such advertising as was done was its straight-forward simplicity and directness. The announcements were apt to be carefully explanatory and, in the matter of commodities, would generally be little more than a detailed list of items, apparently framed with especial care that no article should be omitted. The following instance is quoted from the “Boston Chronicle,” November 21-28, 1768:—

Just imported in the Ship Thames, Captain Watt, from
London, by

SAMUEL FRANKLIN

At the Sign of the Crown & Razor, South-End, Boston:
BEST RAZORS, PEN-KNIVES, SCISSARS, shears, shoe-knives, shoe tacks and stamp awl blades, teeth instruments, lancets, white & yellow swords and sword belts; case-knives and forks; ink powder and sealing wax, files and rasps; horse fleams; bones and curling tongs; brass ink pots, horn and ivory combs; white, yellow and steel shoe and knee buckles; gilt, lackered and plated coat and breast buttons, snuff boxes, and a few second-hand hats, &c., all very cheap.

N. B. Razors, penknives and scissars ground, scabbards made for swords and bayonets, caseknife and fork blades made at said shop.

It was only about three weeks later that the following advertisement appeared in the Boston Gazette. Most of us like to think of heroes in heroic guise and a romantic environment, and it is to be hoped that the manner in which it illustrates the prosaic side of Paul Revere's life will not unduly disturb some who may not have considered that even the most earnest of patriots cannot be saving his country all the time—between whiles he has to earn a living:—

“Whereas many Puritans are so unfortunate as to lose their front teeth by accident, and other ways, to their great

detriment, not only in looks, but speaking both in public and private, this is to inform all such that they may have them replaced with artificial ones, that look as well as the natural and answers the end of speaking to all intents, by Paul Revere, Goldsmith, near the head of Dr. Clarke's wharf, Boston.

"All persons who have had false teeth fixt by Mr. John Baker, surgeon-dentist, and they have got loose (as they will in time) may have them fastened by the above who learnt the method of fixing them from Mr. Baker."

There is a deliciously funny significance in that "other ways" that is suggestive of a fistic form of political argument that is not wholly unknown even in these quieter times.

The simplicity and directness above referred to are amusingly in evidence in a notice which appeared in the *Boston Gazette*, May 12, 1760. If we are to judge by its tenor the New England folks of that day could hardly have considered cleanliness and godliness so near akin as we have been led to believe or it would surely not have seemed necessary to couple a public call to a Town Meeting with a request that the voters should wash their hands and faces! The advertisement reads thus:—

"The Committee of Tradesmen hereby advise their Constituents and others to set apart a decent Portion of Time (at least one hour), previous to the Opening of the Town Meeting To-Morrow to shift themselves and put on their Sabbath Day Clothes, also to wash their Hands and Faces, so that they may appear neat and cleanly."

In the same journal, by the way—under the date of November 23, 1767—is an appeal which should strike a sympathetic chord in the bosom of every country editor:—

"The Printers of this Paper beg leave to Advertise to their Customers that they have lately purchas'd a new set of Types, at a very great Expence, which will be improved for the Entertainment and Instruction of the Public. They only desire that those Gentlemen who are in Arrears for more than a Twelvemonth, wou'd be kind enough for their Encouragement to pay off their respective Balances, as soon as may be, in Cash, or good clean Linnen Rags, the latter of which they prefer."

There is, of course, a dimly remote possibility that even those country editors who are still accustomed to accept payment "in kind" instead of cash might demur at finding bundles of "good clean Linnen Rags" passed in to settle subscription accounts.

When one is dealing with any of the happenings of his time one is bound, sooner or later, to butt up against Benjamin Franklin. He is like the head of King Charles, in Mr. Dick's famous manuscript—he is absolutely in-escapable. The rule applies just as firmly in advertising as in so many other things, for it may be fairly claimed that he was, in the modern sense of the word, the first real American advertiser. How well he understood and could apply the essential principles of the science may be gleaned from one of the best stories in advertising history.

When Franklin decided to publish Poor Richard's Almanac, one of the problems he had to meet was the opposition of an existing almanac published by a certain Titan Leeds. The latter annual was an established and well-known institution and so presented no mean obstacle in the path of a new-comer. Franklin decided that the most sure means of ridding himself of this opposition was to have Leeds die, so he killed him—not by any brutally murderous method, but by the blandly scientific method of the printed word. It was then, as for long afterward, the custom for almanacs to predict the weather for the year to come. Franklin went further than this and gravely predicted the death of his dear friend Titan Leeds. He stated that Leeds was to die October 17, 1733; but made it appear that Leeds himself—while agreeing as to the month and year—believed the actual date would be October 26.

Of course, there had really been no such discussion or agreement and when Franklin's almanac appeared Leeds was furious. He raved and called Franklin so many kinds of a liar that people flocked to buy the new almanac, just to find out what the fuss was about—which, equally of course—was just what Franklin had hoped for. He was too wise, however,

to spoil the thing by permitting himself to be lured into any discussion of the matter, but just shook his head, with a deprecating smile, and let Leeds do all the scolding.

When Leeds brought out his next almanac he called gleeful attention to the fact that the year had gone by and he was still alive, but Franklin was not feazed a particle. He gravely insisted that Leeds would never have used such language as had appeared in the almanac now published under his name and persisted in his contention that the prediction had been fulfilled and Leeds was actually and positively dead!

What was the poor man to do with such an imperturbable adversary? He gave up the losing fight, concluding to find some better use for his time and energy than to serve as an advertising puppet for Franklin's uses; and his almanac soon passed into oblivion.

It may fairly be assumed that Jefferson's emphatic statement:—"The most truthful part of a newspaper is the advertisements!"—is less to be construed as a compliment to the advertisers of his day than as a back-handed slap at the news columns, which had not the present-day advantages of prompt and accurate news-service, so that the information conveyed by many an early editor was evolved, like Swinburne's poems:—"Out of the wealth of his wonderful brain." Even at the best, however, it is to be feared that his faith in advertising veracity would have suffered a severe shock if he had met with some such examples as the later history of advertising would have afforded him, such as:—

"A Bottle of Italian Air (price One Dollar), will make you sing like Patti in her early days!"

Even the most guileless and trustful might be excused if they expressed, however reluctantly, a certain measure of doubt as to the absolute truthfulness of that kind of advertising.

THE START OF MAGAZINE ADVERTISING.

Magazine advertising in this country began with the issue of "Godey's Magazine," way back in the thirties. The front and back pages and the cover carried a few announcements of a kind supposed to be especially suitable to the lady readers to whom the magazine especially appealed. Very little was paid for them and there was little faith in their value. Even when other magazines were started — Peterson's, Putnam's, "The Galaxy," etc.—the advertising end of the proposition was still considered an almost negligible quantity. For many years after "Harper's" was published, in 1850, its cover pages were religiously preserved from the contamination of anything less common-place than a high-class literary announcement of most stiltedly conventional form and ultra-conservative tone. As a matter of fact, the earlier magazines, like the earlier newspapers, could see no useful purpose or propriety in advertising matter. It was objectionable and obtrusive and a whole lot of other things that gave it, from one point of view, no valid excuse for existence. Now, theories of this kind are sometimes very pretty, but they occasionally bump up against "the trend of the times" and go all to pieces. The trend of the times is like a glacier—no man may guide it: it just goes right along and anything that gets in its way is quite likely to be pulverized. "Harper's" possibly appreciated this fact for, late in the sixties, it permitted a page advertisement of an oroide watch. There were no earthquakes or other signs of heavenly wrath, so it was presently followed by advertisements of a sewing machine, a piano and—well, the flood-gates were opened and the refined, gently-reared theory went by the board! Dr. Walter D. Scott, in a series of studies of modern advertising (*Atlantic Magazine*, 1903), harks back to the first advertisement in "Harper's," nearly forty years previously, and showed that more space was used in "Harper's Magazine" that year than the sum total of advertising space for the twenty-four years from 1864 to 1887 inclusive. When "Scribner's," in 1872,

started its "Guide to Buyers" the nail was driven home and clinched and the value and standing of magazine advertising became established beyond all further cavil.

THE FIRST AMERICAN AGENCY.

The first Advertising Agency in America was established by Orlando Bourne, in 1828, and his example was followed in 1840 by V. B. Palmer, who established agencies in Boston, Philadelphia and New York. It was not till about 1860 that mediums were systematically listed and the agency business began to be framed upon the lines now followed.

CHAPTER 6.

CONCERNING THE 400.

In some of the old advertisements the "Tallow, Hide and Hardware" associations with the names of many who are now numbered among the most selectly aristocratic of New York's 400 make odd reading, nowadays. The Livingston family, for instance, has been enormously wealthy and conspicuous in American affairs for many generations. It was founded by Robert Livingston, the son of a poor and exiled English clergyman. Robert came from England penniless, but amassed one of the most colossal fortunes of his day. He was the first notable example in this country of the chronic office-holder, occupying one of his numerous offices for nearly fifty years. But his business interests were many, as well as widely varied, and all of them seem to have been immensely profitable. He never lent money at less than ten per cent and the Earl of Bellamont charged him with profiting richly from the piratical expeditions of Captain Kidd. He secured many fat contracts for feeding the Colonial army and it was a current public saying that "he pinched his estate out of the stomachs of the soldiers." He owned flour-mills, saw-mills, a bakery, a brewery, etc. All of his kin followed in his footsteps. All were prominent in commercial affairs and they owned some vessels that were, at the time of the Colonial-French war, profitably converted from peaceful traders into privateers. At this time Philip Livingston was engaged with his nephew, Robert Cambridge Livingston, in the distillery business, beside keeping a general store on Burnet's Quay,

near Wall street ferry. Their relative, Robert Gilbert Livingston, seems to have been a pioneer in the "dry goods and notions" business and the following advertisement, published in 1786, tells us that:—

Robert G. Livingston, jun.,

Has removed his STORE from No. 2 Cruger's Dock, to No. 7, corner King and Queen Streets, where he has for sale, on the most reasonable terms for cash,

A VARIETY OF ELEGANT

China and Japan WARE.

Assortment of ironmongery, and Cuttlery; small gilt fram'd looking glasses; copper tea and fish kettles of all sizes; nails from 4d @ 24d per the cask; striped dussils and spotted rugs, per the bale or piece; teas, rum; sugar; indigo; gin in cases; mould candles per the box; snuff; long and short hairbrooms &c. Also; a few elegant embroidered waistcoat patterns.
New-York, Oct. 3.

The "mystery" of sugar-refining, by the way, was introduced into New York by the Bayards. The Barclays, also, were interested in sugar, but one source of their wealth would appear to have had a less savory but more romantic origin, for, according to the evidence submitted by the Earl of Bellamont—captain-general and Governor of Massachusetts Bay, New York, and other provinces—against Fletcher, his predecessor in the office, Nicholas Barclay was Fletcher's go-between in arranging the price the sea pirates should pay for Fletcher's protection. The Barclays subsequently went into the brewing business and were, also, importers of the famous "entire" brews of the great London house which is still brewing and still advertising. The Lispenard and Rutgers families were also brewers and were famous for their ales and porters, lager beer being unknown. Another dealer in liquors was an ancestor of the De Peysters, who advertised in 1786 as follows:—

Just Imported
 In the Brig Lady Argetta, Captain
 Samuel Little
 AND TO BE SOLD
 Cheap for Cash at the Store of
 William Depeyster,
 No. 174, Queen street,
 A Quantity of
 Best Holland Gin, in cases.

The Van Cortlandt and Roosevelt association with sugar is indicated in some advertisements which were published soon after the British evacuation, in 1783. Here are a couple of them:—

“John Van Cortlandt, in Broadway, No. 17, adjoining Trinity Church, has for sale the best refined sugar manufactured in his sugar house, near the North River.”

 Isaac Roosevelt.

Having had his Sugar-House repaired, is now carrying on his Business of SUGAR REFINING as formerly, and has ready for SALE. (by him and Son) at his House in Queen-Street, No. 150. opposite the Bank; Loaf Sugars, Lump do., Strained Muscovado do. and Sugar-House Treacle.

The New Emission Money they will receive at its full value in payment.

Here is one of the advertisements of the first John Jacob Astor, who, before he went into the fur business, kept a small musical instrument store:—

JACOB ASTOR.
 No. 81 Queen-Street, near the
 Friends Meeting-Hous.
 Has just imported, in the Ship Triumph, an
 elegant assortment of
 Musical Instruments.
 Such as P'annaforte's, German flutes, Violins,
 Clarinets, Hamboy's, Guitar's, &c.

The Backhouse family, with which the Astors subsequently became connected, kept a store at No. 163 Water street, where they kept in stock:—“Northern beaver, timber,

salt, coals, pins and needles, boots and shoes, Madeira, Malaga and sherry wines." The Van Zandts, Buchanans, Clarksons, and even some of the Beekmans, made their money in dry goods. So, also, did the Setons, whose announcements indicate that they were not above turning a nimble penny in any other line when the opportunity was presented:—

"William Seton & Co., at their store in the Sloat, fronting Hanover square, have for sale Florence oil, soft shelled almonds, Zante currants, aniseseed and senna, manna, French and Italian brandy, Italian liquors, silks, handkerchiefs, straw and chip hats, marble chimney pieces, hearths and flags, marble mortars, coarse cotton stockings, roll brimstone, Sou-chong tea, nails, indigo, deer skins and Newcastle coals."

The Schuylers, Verplancks, Baches, Murrays and Franklins were all traders and shippers, dealing in a general line of imported European and India goods, and the wealth of the Goelets, Brevoorts, Hoffmans, Sandses, and Laights was laid in the hardware business. Here is a sample Goelet advertisement:—

"Peter Goelet, at the Golden Key, No. 48 Hanover square, has imported in the last vessels from London, a very large and general assortment of Ironmongery, Cutlery, Saddlery and Hardware; all kinds of tools and materials for clocks and watchmakers; gold and silver smiths, joiners, carpenters, black and gun smiths, saddlers, shoemakers, &c. Also refined bar iron, crowley and blistered steel, cast iron, griddles, pots, kettles, cart and wagon boxes, andirons, &c., anvils, vises, shovels, spades, frying pans, sadirons, crucibles, blacklead pots, nails, saws, tongs, and shovels, brassware, candlesticks, branches, &c. A great variety of brass furniture for cabinet makers, also stationery, japanned and copper ware, violin and guitar strings, harpsichord wire, pewter spoons, coat, vest and sleeve buttons, leather and hair trunks, boot legs and vamps, bend leather soles, &c., &c. And a consignment of playing cards."

The Schermerhorns, now among the bluest of Knickerbocker blue-bloods, were then ship chandlers and had, also, a coasting trade. The Kembles were auctioneers. So, also, was Garret Sickles who, shortly after the Revolution, sold "such goods as are entrusted to him, on Tuesdays, Thursdays and Saturdays, at his commodious apartment at No. 64 Water street, corner of Beekman slip, and opposite the house of Colonel William Malcolm."

The especial prominence of the name of Morgan for some years past gives particular interest to the following, which dates from the same period:—

N. Y. Porter House.

JOHN MORGAN, at the Sign of the Grand Master, near the Ferry Stairs Fly-Market, most respectfully informs his Friends and the Public, he will in future have SOUPS ready, from ELEVEN till ONE o'clock every day served in a commodious room up stairs — Beef Stakes, Mutton Chops. Oysters, &c. Cook'd in the best manner on the shortest notice — Dinners for company as bespoke.

Said Morgan keeps a regular Ordinary at Two o'clock.—His Liquors are truly

GENUINE.

The Montgomerys, about a century ago, seem to have had a practical monopoly of the watch and clock business in New York. Robert Montgomery kept a store at No. 33 Wall street. This family claims, by the way, that they are the real Montmorencys and titular Earls of Eglinton, a claim contested within the past twenty years by the Setons. This genealogical association may have had to do with the above mentioned Robert Montgomery advertising that he—"at his shop near the Coffee House"—would take "orders for Thomas Reynolds, of Philadelphia, from those who want their arms, crests or cyphers engraved on any kind of stone for seals."

CHAPTER 7.

THE AWAKENING.

Most of the earlier newspaper advertisements related to books, coaching schedules, shows, and "Hue and Cry" notices about thieves or runaway slaves or apprentices. The first to consistently use the newspaper columns on anything like modern lines were the patent medicine manufacturers and they were, as they still are, among the most persistent users of newspaper space, as they are of most other forms of publicity. But toward the middle of the last century there was a pronouncedly sudden development of newspaper advertising. Mechanical ingenuity and the rapidly advancing application of scientific discoveries and methods to business processes were concurrent with an equally rapid enlargement of vastly improved means of distribution, and the newspapers were soon pressed into service to let the general public know about it.

To do this had hitherto been of little avail while there were so few practicable means of making the goods get-at-able by prospective customers outside of the regular and prescribed routes of the traveling salesmen who were, till then, the only recognized means for "drumming up" trade outside of the established centres of manufacture or supply. That improved methods of manufacture, newly invented mechanical appliances, and a broadening knowledge of the possibilities for profit afforded by a fuller utilization of raw materials, waste, etc., made it possible for a manufacturer to make better and

cheaper shoes or hats, counted for little while any attempt to market them abroad was hampered by the prohibitive cost of the clumsy, dilatory and uncertain methods of distribution hitherto open to him. But the railway introduced a new order of things and the facilities it afforded for safely and quickly supplying the larger market gave the advertising end of the proposition a new and speedily recognized importance.

From within this later period date most of the colossal business enterprises which we of the present day so unconcernedly accept as matters of course, for even the few standard products which ante-date this period—such as Pears' Soap, Rogers' Cutlery, Colgate's Soap, etc.—only owe their present standing to the general advertising which is an accepted necessity of modern business conditions. There are relatively few of such enterprises in which the connection of the coincident advertising and business expansion cannot be clearly traced. Moreover, most of these enterprises were developed from relatively small beginnings and it would be easy to compile from the advertising pages of the newspapers and magazines a lengthy list of such firms, the stories of which are integral and noteworthy parts of the commercial history of our time.

HOW SOME GREAT OAKS FROM LITTLE ACORNS GREW.

It is less than twenty years since the Kodak was introduced and it was not an easy task to establish it in popular favor. Hand Cameras were a novelty and it was some time before the photographic amateur—not numbered then, as now, by the legion—was prepared to accept it as an actually practicable machine. But one important improvement followed another and each was skilfully, widely and persistently advertised. The demand grew. So did the advertising, and now—well, it would be rather hard to say where one could travel with a positive certainty of not meeting a Kodak! The Eastman Kodak Company has become one of the largest institutions of Rochester; the formerly intangible good-will is now a concrete asset worth several millions; the company

has paid dividends upon the par value of its stock and the securities are quoted at from two to three times their face value!

The first Ingersoll Watch was manufactured in 1892. It was a clumsy affair; so large that it was difficult to get it into the pocket. It wound up at the back, like a clock, and it cost \$1.50, but it answered the first essential purpose of a watch in that it kept good time. It was first advertised, and very successfully, in the mail-order journals, but it was found impossible, at that time, to get it into the stores. The trade refused to recognize it; their apparent lack of confidence in the worth of a watch that could be offered at such a price being increased, probably, by its awkward size and noisy ticking. Even when, in the course of the next few years, successive improvements were made—including a material reduction in size and a lowering of the retail price to \$1.00—this opposition remained a serious obstacle. Not till a vigorous and systematic advertising campaign, mainly through the magazines, had created a staple and widespread demand were the retailers gradually won over. One notable feature of this campaign was that the scepticism of those who “knew that a dollar watch could not be reliable” was cleverly turned to advertising account by heavily featuring the guarantee which was inserted in the back of each watch. In the course of the first four years the sales rose from a daily average of 300 during the first year to 3,000. At this time (1896), it was decided that the expansion of the business necessitated a readjustment of the advertising end of the proposition upon broader lines. An advertising department was organized and a campaign mapped out which has not since been materially departed from. During 1908 the output was more than 3,000,000 watches.

When the Studebaker Brothers started in business, in 1852, it was in a blacksmith's shop and the “works” consisted of a small, poorly equipped log hut. A few years ago the firm celebrated—in a plant that now covers 110 acres!—the fiftieth anniversary of its organization. Within that period the volume

of sales had risen from two wagons (the first year's output) to 125,000 vehicles a year, besides harness and automobiles, to the value of several millions a year! The firm's advertising began with the systematic use of the firm name, in yellow letters on a red ground, upon the side of every wagon they made, but their subsequent advertising has included almost every known form of publicity. The Studebaker Brothers Mfg. Co. prides itself upon being the largest firm in the world in its line and its advertising has been one of the chief factors in making the merit of "Studebaker" vehicles a household word wherever the English language is spoken.

Jap-a-lac, ten years ago, was utterly unknown outside of the Glidden Varnish Company's own factory and a small circle of retail dealers. Its present wide distribution and enormous sale is due to a well-conceived system of publicity which is as notable for its cleverly handled argument, bold use of space and artistic display as for its aggressive persistence.

The Kalamazoo Stove Company began business in 1902, in a little foundry built on a piece of waste swamp land, behind a row of box cars. For the first four months the sales averaged one stove a day, but then the trade grew rapidly. Inside of three years a half million dollar business had been established and it has been increasing right along. Same story—good goods, backed up by good advertising! The phrase "A Kalamazoo direct to You" originated with an artist who submitted some designs. Three of the firm passed it up as worthless, but the idea appealed to Mr. Thompson and it was decided to "try it out." They have pounded it into the public consciousness so hard that it has become a phrase hard to forget. Mr. Thompson's personal faith in advertising is happily illustrated by his action when nominated, during his absence from the city, for mayor of Kalamazoo. The first thing he did upon his return was to arrange for a plentiful allowance of newspaper space and he sailed into newspaper advertising with such vim that his work in that direction was

held mainly responsible for his election by the largest majority the city had ever polled in a mayoralty contest.

During the Chicago World's Fair the present Chicago House Wrecking Co. was started in a small shanty and with very limited means on the same spot where it is now located, but advertising has made it an enormous business the conduct of which now requires an area of forty acres!

About fifty years ago all the Rising Sun Stove Polish that Elijah A. Morse manufactured was made with a little hand-mold and dried on the kitchen stove, in a room measuring ten feet by twelve. When he had made as much as he could comfortably carry he quit manufacturing and peddled it around in a hand-satchel. Now the factory covers four acres; the advertising has run at times in over 4,000 American papers, and Rising Sun Stove Polish is known in every civilized country in the world!

Waterman's Ideal Fountain Pen was first stocked in a little case at the back of a cigar-stand in one of the old-time office buildings on Fulton Street, New York City. Mr. L. E. Waterman then made them by hand and they were sold, a few at a time, among his friends. When he was urged to advertise the pen he hesitated, deterred by the cost. He was, however, finally persuaded to try a quarter-page in one of the leading monthly magazines at the urgent insistence of Mr. Edward T. Howard, whose faith in the selling value of the pen was so strong that he was willing to extend credit for the necessary \$62.50. Inquiries and orders began to pour in right away and the subsequent story has been one of continual success and expansion. The need for more capital to assure more adequate facilities for meeting the growing demand ultimately led to the organization of the L. E. Waterman Company. Every year, from the beginning, the business has shown an increase of from twenty to sixty per cent and the sales last year amounted to \$2,250,000. The growth of the advertising has been in proportion and the single quarter-page advertisement has blossomed into an an-

nual advertising campaign that costs over \$100,000, mostly for magazine space.

About eighteen years ago Mr. F. A. Stuart started, in quite a small way, the manufacture of Dyspepsia Tablets. Stuart's Dyspepsia Tablets are now established as a standard line, both in this country and in England, and the company affirms that "the business is the result of extensive advertising, principally in general news mediums."

The Squab business affords an interesting example of a large business built up entirely by advertising. Mr. Elmer C. Rice—founder and proprietor of the Plymouth Rock Squab Company—was formerly a newspaper man, who was a lover of "outdoors," and chafed at the confining nature of his business. Some time in 1900 a chance remark that there was more call for squabs than the market could furnish gave him the idea he wanted and proved the turning point of his career. He had very little capital, but his interest in the subject was earnest and persistent. He began to study pigeons—from every available source he absorbed pigeon lore as a desert drinks the rain. It is wonderful what progress a man makes when he is possessed with a great idea and is in dead earnest. Presently he was putting the substance of this strenuous study into a pamphlet; "How to Make Money with Squabs," and then inserted some advertisements, asking people to send for it. In the pamphlet he invited them to send him fifty cents for his "National Standard Squab Book" which became, and is still, the standard manual of the Squab business. Then came the orders and he had to busy himself, getting the birds to fill them. The business was launched! He searched Europe for good stock and found the best source of supply in Belgium, where he spent six months perfecting his arrangements. Large consignments arrived by every steamer from Antwerp, and 15,000 birds came on one Red Star liner, alone. Now, from a five acre farm at Melrose, near Boston, birds are sent to every corner of the Union as well as to many far-distant parts of the world and he ships from 70,000 to 100,000 birds every year. Mr. Rice pins his faith to the one inch

advertisement and rarely varies from it, but confines his advertising to the leading periodicals.

The Calumet Baking Powder is another instance of a product that started on quite a small scale, but now ranks among the large advertisers, with an average business increase, for some years past, of from \$55,000 to \$60,000 annually. A feature of the advertising has been its systematic thoroughness, one state being exhaustively covered before another was entered. This plan is the reason for the newspapers being, for the time being, so much more favored than the magazines; as the general circulation of the latter would cover much territory where no business is being sought while the former can be used to full advantage within a prescribed field. The company makes strong advertising use of a \$1,000 reward for the discovery of any ingredient injurious to health.

The Ohio Carriage Manufacturing Company, of Columbus, O., started in business in 1901. It then had not a customer on the books, but it advertised, and the business of the first three years was solely and directly attributable to the advertising in a small but varied list. The first year 1,000 buggies were sold. From the third year on the firm traces a distinctly cumulative result from their advertising, as a quite important part of their output consists of re-orders by customers originally secured through the earlier advertisements. Much of the success in the advertising is attributed by the firm to the fact of the work being in the same hands from the beginning, this assuring a definite and detailed knowledge of the business which has been of distinct value. The firm advertising always especially emphasizes the merits of "Split Hickory" construction in its buggies. The present output is from 12,000 to 15,000 vehicles a year.

When Col. Harry L. Kramer decided to start in business for himself he was acting as special business "write-up" man for the Lafayette (Ind.) Sunday Times. He had a cash capital of less than \$100, but his first work was to hire the use of a type-writer upon which to write out the copy for a five-dollar advertisement of "No-To-Bac." It was an indica-

tion of his profound faith in advertising; a faith in which he has never faltered, for advertising has been a prime factor in the sensational success of his products, "No-To-Bac" and "Cascarets." From the smallest of beginnings Cascarets has grown into a mammoth business, as may be gauged from the statement that more than forty boxes of Cascarets are sold every second of every minute of every hour of every day in the year! To establish them cost \$500,000 a year for five years, but then the tide turned and now it is not possible to keep pace with the demand for the goods. The bulk of the advertising of the Sterling Remedy Company is done in the newspapers and magazines, of which about 15,000 are used, with the supplementary aid of about 10,000 street cars and bulletin boards by the mile! The standing advertising expenditure for periodical advertising is about \$1,000 a day.

Apropos of heavy expenditures for newspaper advertising a recent experience of Col. Kramer's is humorously illustrative of the difference of view-point that so often rules between the advertiser and the publisher. There are times when they never can see a proposition from the same angle. One day a publisher who was utterly unable to comprehend how it was possible to properly cover his territory unless his paper was used, introduced himself in the office of the Sterling Remedy Company, with the very evident conviction that if he did not get a slice of the appropriation there must be something wrong, somewhere, that needed to be straightened out. He said:—

"Col. Kramer, you spend a lot of money for newspaper advertising. Why can't I get a little of it?"

"Well," said the Colonel, "how much do you think you ought to get?"

"About a hundred dollar contract, anyway," replied the publisher, promptly.

"But what is your paper? Tell me about it."

Is it necessary to describe the celerity with which the publisher drew forth a sample copy, spread it out with a flourish, and proceeded to enlarge upon the manifold and

multitudinous merits of the "Bang-up County Bazoo?" Presently he "ran down" and Col. Kramer, who prides himself upon never letting an advertising solicitor go away without a proposition, said:—

"See here, my friend. I'll make *you* a proposition. I guess my spending \$100 with you would be somewhat of a gamble, anyhow. Now, suppose we toss up a penny—if I lose I'll give you \$100, in cash. If you lose you pay me \$100 and it won't cost you a cent as you will still have your space for sale. What do you say?"

For some time it seemed as if he had nothing to say. The expression of pained bewilderment upon his face betokened that he was in the throes of a severe mental struggle to properly grasp a perplexingly embarrassing problem. At last he rose and slowly replied:—

"Well—er—it's near lunch-time, isn't it? I'll think it over and—er—I'll see you, later on."

It seems likely to be very much "later on," for he hasn't been back yet.

CHAPTER 8.

THE VALUE OF A TRADE MARK.

When the Fleishers started making yarns—in Philadelphia, back in the fifties—they made yarns that were quite as good as those imported from Germany, but the jobbers and retailers hesitated to handle the goods because of the deeply rooted public conviction that American-made articles were bound to be of inferior grade. Those who sought quality would only buy imported goods and this fact had led to a practice among American manufacturers of selling their goods under a foreign label. This the Fleishers would not do, but they partly met the prejudice by calling their yarns “Fleishers’ German Worsted Yarns.” This served its purpose so far as to induce some to give them a trial and, once fairly tested, the actual merit of the yarns ensured success. Now the Fleisher Yarns are standard; they are sold all over the country and the foreign yarns have almost disappeared from the American market. The phrase which turned the tide was adopted as a trade-mark and has ever since been adhered to. Ninety per cent of the Fleisher product bears this trade-mark and it has been demonstrated by actual test that when the trade-mark is missing from the genuine Fleisher Yarns the purchasing public distrusts them. Advertising has given their trade-mark such a definite value that women will pay more for yarns bearing it than they will for the same quality of yarns without it!

THE BAKING POWDER WAR.

Another notable instance of the value of a trade-mark is part of the aftermath of the Baking Powder controversy, which forms one of the most interesting—as well as one of the most turbulent—chapters in advertising history. When “Doctor Price” was peddling patent medicines through the small towns of Illinois, some forty years ago, he found that the house-wives made frequent complaint of the trouble involved in securing fresh yeast. These complaints became so numerous and persistent that Price set his wits to work to devise some satisfactory substitute. From the chemical knowledge acquired in connection with the preparation of his proprietary remedies he knew something of the qualities of Cream of Tartar and Soda and made these the basis of his experiments. Having succeeded in making a practical baking powder he marketed it on his rounds and so instituted the baking powder business.

The new preparation was immediately and enormously successful—so much so that the maker soon realized the importance of exploiting it upon a larger scale. This, however, was beyond his means, but he eventually succeeded in interesting a banker at Waukegan, Illinois, to whom he sold a half interest, and with the money thus obtained the first baking powder factory was established and the first baking powder advertising started. It is said that the first thing Price aimed to do after the success of the venture was assured was to buy out his partner and the banker’s half interest was repurchased for \$1,000,000.

The success of the baking powder idea being once established an immediate and numerous crop of imitations was almost a matter of course; but only one of them—Hoagland’s—was a really dangerous competitor. Hoagland was of more importance than any of the others for a two-fold reason—one was that he had made the baking powder for Price and so had a working knowledge of the formula; the other was that he was even a firmer believer than Price in the

value of advertising and made full use of every cent he could possibly spare for that purpose. Upon Hoagland, as the rival most to be feared, Price centered his batteries and was promptly answered in kind. For about a year the two waged a merry little war that brought joy, and much profit, to the advertising departments of many journals.

But while they were struggling for supremacy another powder had attained sufficient standing to become an important factor in the subsequent shuffle of interests. When the smoke cleared away after the first round of the fight was over, Price had secured Hoagland's powder and Hoagland had secured the Cleveland powder. With this re-adjustment of forces the fight was resumed and it resulted in one of the most aggressive and bitterly contested advertising campaigns ever known. Greatly to the astonishment of many people nobody was injured, but everybody concerned seemed to be a gainer! The newspapers and magazines found that a pitched battle between such strenuous opponents was—for them, at least—a mighty profitable business, while the firms who did the fighting found that they, instead of going bankrupt, were growing wealthy!

The wind-up of one of the most interesting struggles in advertising history has found the two rivals absorbed by the \$20,000,000 Royal corporation. Of course this has been followed by a material shrinkage in the volume of baking powder advertising, but enough of it is still done to rank the Royal Baking Powder among the leading general advertisers of the country. The company's chief asset is the right to use the word "Royal" upon its product and it has been asserted that a certain corporation once offered twelve million dollars for the use of the word "Royal," as applied to a Baking Powder, and the offer was refused.

CHAPTER 9.

THE CATCH PHRASE.

The value of the advertising bred by advertising, as instanced in the "Spotless Town" series mentioned elsewhere is unquestionable although it would not be possible to compute its value in dollars and cents, but it is assuredly far beyond what the original cost of the advertising was estimated to cover, and the Catch Phrase is one of its most valuable forms. At its best the Catch Phrase is terse, preferably euphonious, not necessarily descriptive but, while inevitably suggestive of the article whenever used, is yet susceptible to ready and varied adaptation in current speech. The more nearly it accords with these conditions the more likely it is to prove a prize, for if it is once taken into popular favor it will never be used, even in the most incongruous connection, without serving as a reminder of the product. The invitation to "Let the Gold Dust Twins do your work" has been twisted and paraphrased in ways innumerable, while the Kodak phrase—"You Push the Button. We'll Do the Rest"—has become incorporated in the speech of the day on account of its easy application to many conversational uses that have nothing to do with photography.

A curiously apropos instance occurs even as this is being written. In the mail just delivered is a programme of some proposed sports at the Milwaukee Country Club. One of the events is to be a "penny scramble" for the caddies and that section of the programme concludes with the line "You bring

the pennies—the caddies will do the rest.” The chances are that there will not be a single reader of that perverted quotation who will not, even if he has never handled a camera, involuntarily think of a Kodak! The day after the last Presidential election there were several journals showing a portrait of President Roosevelt wearing “The Smile That Won’t Come Off.” “The Only Way”, “They Work While You Sleep”, “See That Hump?”, “Children Cry For It”, “It Floats”, “Hasn’t Scratched Yet!”, “There’s A Reason”, “The Best Tonic”, “That Tired Feeling”, “He Won’t Be Happy Till He Gets It”, “That’s All!”, etc., are all instances of Catch Phrases that are inseparably connected in the public mind with certain products, but the persistent advertising that has established such a connection has owed much of its value to the fact that the phrase was one easily remembered and admitting of ready colloquial application.

It has, for instance, become a world-wide axiom that Beecham’s Pills are “Worth a Guinea a Box,” but with a less simple phrasing that well-known slogan would have died still-born! The business—one of the best known and most profitable proprietary remedies in the world—was started about fifty years ago, in quite a small way, in the little town of Wigan, in England. The idea in view was not to introduce a new medicine, but to make the drugs used more palatable and put them up in a form convenient for general use. Beecham had a firm faith—far less general in his day than ours—in the profitable possibilities of wide-spread advertising. One day he was struck by a chance remark of a woman customer who was commending the pills—“They’re worth a Guinea a Box!” He was quick to recognize the value of the phrase as an advertising slogan and for several years spent every cent he could spare in making it known—to such a good purpose that it has been claimed he probably spends more money in advertising than any other man in the world and that he is the only man in the world upon whose name the sun never sets.

Many of these catch phrases are the result of happy accident, but in some instances they have only been evolved after much strenuous effort and the ransacking of many brains. It has been stated that Swifts paid quite a fancy price for "The Ham What Am," which the designer had taken the precaution to copyright. Possibly the highest price ever given for a phrase of the kind was that paid for the one now so familiar at railway crossings. The railways concluded that many accidents were due to the signs being too verbose for people to readily comprehend, so one road commissioned Judge Paxton to frame one that should be more readily comprehensible in an emergency. He produced the now famous "Stop, Look and Listen," and is said to have received \$6,000 for it! It would be reasonably safe to assume that \$1,500 a word is a record figure.

THE EMBLEMATIC FIGURE.

The figures that advertising has inseparably associated with some well-known products have certain attributes in common with both the trade-mark and the catch-phrase, but with fewer limitations. Distinctiveness is a primary essential, but it may successfully appear in as many different aspects as there are tints in the rainbow. In several especially happy instances there is a subtle suggestion of some desirable attribute in the goods which, though only inferentially conveyed, is yet of distinct advertising value. The graceful refinement of the "Kodak" girl; the impression of sterling worth conveyed by the sturdy, benevolent old Quaker who calls your attention to "Quaker Oats," and the lovable charm of Fairbank's "Little Fairy" certainly influence, however unconsciously, one's estimate of the product. But these only represent one class and there are plenty of others that do not present any such suggestion but are quite successful though on a different line. Sunny Jim is an especially notable case in point—in some form or other his grotesquely benign personality continually "bobs up serenely" in all sorts of ways, quite apart from the advertising, but the mental association

with "Force" is always present. The quaint little round-eyed urchins who so enthusiastically commend Campbell's Soups; the frivolous "Zu Zu" clowns; the "Cream of Wheat" darkie; Hans and Lena, with Van Camp's Pork and Beans; the "Jell-o" girl; the Hollander girl who has for so many years been placidly inviting people to drink Baker's Chocolate; the sunny-faced youngster in chef's cap and apron who spends so much of his time carving "The Ham What Am"; the Ralston mill-man, with his checker-board packages; the Gold Dust Twins, the Pettijohn Bears, and the cheery, wholesome-looking maid who so persistently tempts you with some of Libby, McNeill & Libby's daintily advertised table dainties, are only some of many similar instances wherein the persistent association of a certain character with a certain product has inseparably linked them in the public mind.

In quite a number of instances these figures—like some of the catch-phrases and trade-marks—are utterly void of the relevant suggestion that is so happily present in the best examples. In such cases the established sense of connection between the product and the figure, catch-phrase or trade-mark is less due to fitness than to the fact that it has been hammered into the public consciousness by sheer force of heavy and persistent expenditure. Only a firm with a large capital can hope to achieve success in such a venture. Once established it becomes, of course, a valuable asset, but it is reasonable to assume that there are at least some owners of a well-established trade-mark or catch-phrase who have found it something like a Pyrrhic victory. They have possibly found reason to wonder if the hoped-for result could not have been attained by sounder methods at less cost.

CHAPTER 10.

MAKING A NEW MARKET.

It is of especial interest to note how many important industries have had their origin in some man's shrewd perception of a long-standing but hitherto disregarded need; sometimes met by an especially devised means; sometimes by a new departure in a standard industry. In each case of the kind the leader has had to make his own market, for his advertising has had no previous publicity work to pave the way for him.

One such instance is afforded by Sapolio. The firm of Enoch Morgan's Sons is one of the leading advertisers, as well as one of the most persistent and consistently original. When the Sapolio advertising was started, some thirty years ago, it took immediate rank among the big advertisers, for its annual appropriation of \$35,000 loomed large in those days. Now its advertising expenditure is about \$1,000 a day! It is interesting to note that the advertising management of Sapolio has been in the same hands for the past twenty-five years, and the long campaign has been exceptionally prolific in ingenious innovations; many of them being catchy phrases and novel ideas adapted to a series which bred further valuable publicity by their ease of application to current events. The Spotless Town series, for instance, furnished almost endless material for newspaper paragraphers and cartoonists; it was used on the burlesque stage and at church festivals; it supplied reformers with happy similes in their speeches against

graft, and during the time the series was running there was hardly any question of public interest to which some apt reference to Spotless Town could not be made with a certainty of meeting ready understanding and quick appreciation.

The Potash industry dates from 1861. It was an entirely new industry and even at this day more than three-fourths of the product go into agricultural uses which were entirely unknown before Potash came into the field. It started with a production of about 2500 tons the first year. By the year 1881 the annual production had reached one million tons, but that seemed to be all the market could take under existing conditions and the output remained at about that figure for several years. In 1884—at which time there were six factories in operation—there was a reorganization and the German Kali Works started building up its present world-wide advertising system. Concurrently with it began, and has continued, a phenomenal increase of consumption, so that the end of 1907 saw fifty plants in operation, with an annual product of rather more than six million tons. The company employs no selling agents who come in direct contact with consumers and attributes the increase solely to the cumulative influence of the advertising campaign which was initiated at the time of the re-organization.

The firm now has forty-two Propaganda Offices in twenty-four different countries of Europe, Asia, Africa, Australia, and North and South America; and these offices issue about 1800 different publications in twenty-two languages. There are seventy-two commercial agencies, leaving out of count Germany, Holland, Switzerland, and Australia, in which four countries everybody who handles or manufactures fertilizers also sells potash salts. In America the firm spends about twice as much on periodical advertising as it does on its regular publications.

The story of the Gordon-Van Tine Company, of Davenport, Ia., is a phenomenal one. It deals with a radical departure into a new field and the building up of a million-

dollar business in nine months! For more than fifty years the U. N. Roberts Company did a quiet but satisfactory business in Sash, Doors, Interior Finish and Lumber, selling through dealers exclusively, and with no thought of the larger field that has so recently been developed in such unique fashion. One day the partners received a proposition from a large mail order house to take their entire output at a profitable figure that startled them. Also it set them wondering at the hitherto undreamed of profit there must be in the business to make it possible for a middle-man to offer them such a price. As one said:—

“If there’s so much money in our goods for the middle-man why not re-organize the company, beat down the prices and start a mail order branch of our own?”

They decided to do it—and set to work to re-organize the company the very next day. Then came the question of how they were to reach the people. They appropriated \$50,000 for advertising and went to an agency. They stated their case, but found it hard to make the agent see the proposition as they did. In spite of their arguments he looked upon it more as a “soap-bubble” affair than a genuine business proposition. At length, however, they prevailed: when the interest of the agency was once enlisted it went to work with a will—and the postman at Davenport began to do a rushing business. Farm papers, dailies and mail order papers were used, the big end of the advertising being concentrated in the farm publications, and the response was prompt and hearty! It was only a matter of weeks when the new branch had not only crowded every other part of the business onto the side-walk, but imperatively needed other space in addition. It seemed as if the Gordon-Van Tine Company’s proposition to market mill work and building supplies by mail had started a veritable building boom in nearly every state in the Union and in many foreign lands, as well. In less than a year from the time of its inception the output value of the new branch had passed the million-dollar mark! To the advertising alone the company attributes the addition

of 30,000 steady customers within the first eight months of the campaign! The firm now ranks among the leading advertisers in the United States.

Coca-Cola is an instance of an absolutely new business created, and of an existing small business quickened to new life and magnificent proportions, by the galvanic impetus of strenuous and persistent publicity. The early history of Coca-Cola is a story of many vicissitudes. It was first manufactured in May, 1886, by Dr. J. S. Pemberton, a druggist and chemist in Atlanta, Georgia, and was first dispensed from the fountain of Mr. W. E. Venable, in the same city. The first year's sales amounted to about \$50 and half of the money was laid out in advertising. The second year a series of small newspaper advertisements was run and there was a remarkable increase in sales, but it was a losing proposition and so remained through several changes of ownership until, in August, 1888, it passed into the hands of Mr. Candler, and Mr. F. M. Robinson—now secretary of the company—was employed to manufacture the syrup and promote its sale.

At this time the advertising, now so notable for its characteristic distinctiveness, consisted simply of some crude metal, oil-cloth and printed muslin signs and some posters printed from a wood-cut—all of it of a quality that would not now be tolerated in the cheapest sort of grocery store! A more finished and palatable product was perfected and Mr. S. C. Dobbs, the present sales manager, was sent out during the following spring to place it in a more extended territory. Signs were still mainly relied upon, but though the sales were forced up the advertising expenses at the close of the year 1890 still were barely covered by the total receipts. But the turn had come, for Coca-Cola was now in steady and increasing demand, and with the organization of the Coca-Cola Company, in 1892, a more aggressive campaign was opened. Each year since has shown a substantial increase. Last year the sales reached about 3,000,000 gallons (a gallon representing 130 glasses), and the advertising expenditure was over half-a-million dollars:—all for a product which re-

tails for a nickel and upon which the profit is reckoned in fractions of a cent!

An observing salesman noticed that he had been repeatedly called upon to furnish material for binding skirts. It struck him that if he, in a small store in a small western town, had so many calls for such material there must be a large market all over the country for a specially made skirt-binding. With this idea in view he engaged in the manufacture of skirt-bindings, made from bias velveteen and other suitable materials. The preliminary advertising of the S.-H. & M. (Stewart-Howe & May Co.) Skirt Binding was in trade papers, aiming to induce merchants to stock the new line. This was followed by the use of various women's publications, explaining the merits of a ready-made skirt-binding to dressmakers and to women who made their own dresses. The new binding met a real need and—backed up by an annual advertising expenditure of considerably over \$100,000—soon became a staple in every drygoods store in the country.

About a dozen years ago a wholesale clothing merchant was operating a chain of stores. He noted that the clothing he purchased was always made to normal measurements, so that his salesmen often had some trouble in persuading a man who was not built upon average lines that he was really being fitted. These departures from the normal were so numerous that it seemed to him there must be a large market for odd sizes if he could only procure them. This he found it impossible to do as the manufacturers did not take kindly to the idea. Accordingly, he determined to justify the faith that was in him by making the venture on his own account. He sold out his chain of stores and established an "odd-sizes" manufacturing plant in Chicago. Much to his surprise he found that even he, sanguine as he had been, had greatly under-estimated the extent of the trade awaiting him. Instead of a small percentage of irregularly-sized men he found that fully fifty per cent of the men who bought ready-made clothing were, in some way or other, oddly sized or proportioned. Various causes have hindered the origin-

ator of the idea from reaping its full benefit but the success of the innovation was so marked that the big manufacturers have been forced to take it into account and it has, to some extent, practically revolutionized the ready-made clothing business. The recent advertising of "quarter-size" collars, hats, etc., is a move in the same direction.

One of the most tastefully advertised toilet soaps is "Palmolive," but it has only become nationally known during the past five years. The B. J. Johnson Soap Company started manufacturing it about ten years ago, but it was not nationally advertised until 1904, since which time an aggressive advertising campaign and energetic follow-up organization have resulted in making it a standard line in the national market.

For twenty years Edwin Cawston pottered along, selling Ostrich feathers to the California residents and the traveling public. He did little more than pay living expenses. Some time in 1900 he decided to try advertising—and found himself swamped by the golden flood that poured in upon him! It happened to be his exceptional good fortune to have something to sell that aroused a longing in every luxury-loving feminine soul. His goods were not common or easily obtained elsewhere. Since 1900, when he began it, his newspaper and magazine advertising has averaged \$100,000 a year and his total advertising expenditure averages over half a million dollars annually, but all those weary, profitless years that he was struggling along "on the ragged edge" his ostrich feathers were just as good, just as salable, just as desirable to the feather-loving women-folk—but they had to be introduced to each other. It was advertising that tapped the "Golden Fount of Fortune"!

In 1873 Mr. Carl Freschl started manufacturing woolen hosiery at Kalamazoo, Mich., with a modest little two-machine plant—and an idea! That idea was not merely to make good hose, though that was its basis, but to make hose so dependable that they could be safely warranted to outlast any that the market had hitherto known. In 1882, when the

concern was removed to Milwaukee—changing its title from the Kalamazoo Knitting Works to the Kalamazoo Knitting Company—the idea was beginning to take definite form. His continual experiments were all along the line of “lasting wear,” but it was not until 1897 that he really attained the object for which he had so long been striving, so that “Holeproof Sox” became a reality instead of an ideal. The new line was marketed and successfully advertised, but there presently came a time when the necessarily higher cost of woolen hosiery as compared with cotton goods was found to bar them out from the wider market that was being sought. A cotton sock was needed that could, while embodying the same idea, be furnished at much less cost. So there were more wearying and expensive experiments which presently resulted in the production of a “Holeproof” cotton sock that gave, at only half the cost, even better service than the woolen sock had done. The new line was made the basis of a new incorporation: “The Holeproof Hosiery Company,” and an active advertising campaign was inaugurated that has, under the direction of Mr. Edward Freschl, made the name and qualities of “Holeproof Sox” matters of familiar knowledge all over the country. At that time—three years ago—the plant comprised ten machines, which turned out 480 pairs a day; now the company employs 600 people and turns out 18,000 pairs a day!—a thirtyfold increase in three years’ time! The company makes very free use of magazine space for its advertising, which is exceedingly clever and attractive. The phenomenal success of the line has so thoroughly outgrown that of the older company that the members of the organization have decided to entirely relinquish their interests in the “Kalamazoo Knitting Company” and devote themselves wholly to “Holeproof Sox.”

The Breakfast Foods, as we now know them, are all due to the initiative of a dyspeptic invalid who found himself benefited by a prepared food of the kind at a health resort where he had sought relief. He realized the commercial possibilities of such a food but found the maker incredulous,

so he went into the business on his own account—with what result we all know! The Breakfast Food firms are among the most aggressively persistent advertisers of the day and the trade in these foods runs into the hundreds of millions, annually. In newspapers and magazines their advertising is a standard feature: street-car cards and bulletin boards proclaim their merits everywhere and all the time, while many of them are staples in every civilized country. Yet this is one of our most modern industries and it is as striking an example as could be adduced of the power of advertising, for this enormous development has been wholly effected within the past ten or twelve years.

The oatmeal porridge habit originated in Scotland and it reached America as a concomitant of the Scottish Presbyterian creed. The beginning of the Breakfast Food business may actually be dated from the introduction of "H. O." (Hornby's Oats), nearly thirty years ago; for this was the first example of cooked grain being prepared and systematically advertised for table use and sold in package form. In this case the oat-berry had the husk removed and the berry was dried, cleaned and cooked. Then came a swift succession of similar preparations, all being oatmeal or wheat made palatable in various ways and paving the way for the next stage—the prepared Breakfast Food. "Force" is believed to have been the first of the flaked whole wheat breakfast foods; while "Shredded Wheat," which is a whole wheat food, was the first to demonstrate the nutritive value of the whole wheat when steam-cooked, shredded and baked. The building in which the Natural Food Company is located, at Niagara Falls, is a veritable "Crystal Palace," and no small part of the estimation in which "Shredded Wheat" is popularly held is due to the perfectly ideal conditions under which the visitors to the plant see it in process of manufacture. Another reason which counts for much, however, of its tremendous sale and widespread popularity is that it is the only cereal breakfast food made up in biscuit form, thus opening up a wonderfully attractive vista of tempting culi-

nary possibilities that are turned to account in a fashion which makes the "Shredded Wheat" advertising most peculiarly and appetizingly distinctive.

As an example of cause and clearly traceable effect in advertising it would be hard to find a more striking instance than is furnished by Quaker Oats. It is claimed that the total annual sale is larger than that of all other oatmeals combined and more than any other food product in the world which is sold in package form. Another well advertised product of this firm is "Puffed Rice," which was discovered a few years ago in the course of some experiments by Professor A. P. Anderson, who was seeking for a method of breaking up the starch granules in certain starchy foods, so as to make them more easily digestible. This he succeeded in effecting by the explosive force of super-heated steam confined with the starch granules and suddenly released. Now the magazines, newspapers, bill-boards and street car cards are announcing the palatable and healthful properties of "The Food Shot From Guns!"

The difference in the methods of manufacturing the two products is uniquely interesting, especially as it is featured in their advertising. In the case of Quaker Oats the oat-kernels—after undergoing more than fifty siftings, washings and scourings—are roasted and passed between hot rollers, coming out in big brown flakes of uniform size and tempting flavor. In the "Puffed" process the grain (rice or wheat), after thorough cleansing and washing, is put into huge steel guns which slowly revolve for sixty minutes at a temperature of about 550 degrees. The great heat converts the moisture of the grain into steam, the expansive force of which is tremendous. When the cooking is completed the gun is "fired" by opening one of the sealed ends: an explosion follows and every granule of starch is blown into a myriad particles, the kernels retaining their natural shape but being expanded to about eight times their natural size.

For many years the Quaker Oats Company has ranked among the greatest advertisers in the world and about every

conceivable form of publicity has been used—magazines, newspapers, car cards, wall signs, posters, bulletins, sampling, direct work on the dealer, etc.—and hundreds of thousands of dollars annually have been charged to advertising to come back multiplied many times, appearing again as profits.

The story of Mellin's Food is an interesting instance of the influence of advertising in giving a new product an assured standing in the national market. Mellin's Food has long been known abroad but was unknown in this country until about thirty-five years ago, when the present president of the company was deeply impressed by the urgent insistence of a mother who begged him to cable for some of the food for her almost dying baby. He was led to investigate the matter and became convinced that the article had exceptional merit. He talked it over with his partner, but found his enthusiasm met by a somewhat chilling indifference. Nothing daunted he sailed for England and made the necessary arrangements for introducing Mellin's Food into America. Every cent he had or could raise went into the venture. Like most innovators he found his path bristled with unlooked for difficulties but he was possessed of the faith that moves mountains and even privation was only counted as one of the purely temporary stages leading to ultimate and certain success—and the outcome justified all the hope and all the effort, for now "Mellin's Food" is among the best known of the national advertisers.

CHAPTER 11.

THE FIELD OF UNREALIZED NEEDS.

Frequently the need met is one of which the purchasing public itself is not actively conscious. Every little while some vaguely felt desire becomes suddenly stirred into longing simply because a means of gratifying that desire is presented. There would have been no definite sense of lack if the Breakfast Foods had never been placed on the market and the buying public would not have suffered from any thought of special grievance if the Phonograph had never been invented, but once these things had materialized the reality of the long-dormant desire for them was evidenced by the manner in which they were widely bought and quickly established as articles of standard demand.

The Pianola offers an especially pertinent instance. Hardly more than a quarter of a century ago the Aeolian Company, now a \$10,000,000 corporation with direct branches all over the world, was a very small concern. It made Organettes and Celestinas, the most expensive of which did not cost more than \$45. These were small, portable instruments in which the music was produced by means of a perforated paper roll. They were crude affairs but they furnished good music and found their chief market in the country districts and in South America, where the best class of musical entertainment was otherwise un-attainable. The rapid development of the Company upon its present lines began when Mr. Harry B. Tremaine realized, and made

others realize, the artistic and commercial possibilities of the scientific principle involved in the use of the paper valve as a means of musical expression, as applied to organs and pianos.

At first the advertising was of a most modest character, the capital at command only permitting the use of a few of the cheapest New York dailies, but successive improvements developed a larger demand and gradually admitted of more pretentious publicity. The crudely simple form of the earlier instruments was presently abandoned: a field soon opened up for a better class of instrument and the \$45 limit became, after a while, a mere matter of history. Some of the instruments now made by the Aeolian Company range in value up to \$100,000 a-piece!

There presently came a time when it was possible to take a plunge into the magazines, the initial venture being a four-page insert in *Munsey's*. Other magazines were added in due course and directly traceable results from this phase of their advertising have never failed. To-day, as a result of the development of this industry, there are nearly one hundred other manufacturers in the field, though none of them have attained such distinctive prominence as the Aeolian Company. And it all comes from the recognition of the possibilities of a hole in a piece of paper—and letting people know about it!

In 1847 the three Rogers brothers—Asa H., William and Simeon—discovered the process of electro-plating and started, at Hartford, Conn., the first practical application of the invention that has since done so much to revolutionize the silver industry. They were hampered by lack of means and it was not easy to make others realize the possibilities and commercial value of the new process, so that they, for several years, made slow headway. A turn for the better took place in 1852, when some Meriden capitalists were interested. The Meriden Britannia Company was incorporated—the interests of the Rogers brothers being merged in the new organization—and that event marked the real beginning of the silver-

plating industry. In 1898 the company combined with several others to form the International Silver Company, which is the present official title of the organization. Forty years ago the company began to generally advertise in daily papers and weeklies. In 1885 a more general advertising campaign was inaugurated and a systematic use of household periodicals and high-class magazines was initiated which has never been allowed to lapse. The advertising of the company is notable for its happy combination of well-worded copy and tastefully attractive illustration, and always makes an especial point of emphasizing the date in its "1847 Rogers Bros" display lines. In the face of remarkably able and active competition the business of the company has doubled during the past six years and the sales last year amounted to \$10,000,000.

The Postum Cereal Company started business in a little barn at Battle Creek, Mich., January 1, 1890. Here Mr. C. M. Post set to work to manufacture "a healthful coffee:—made of nourishing grains." Postum consists of wheat and a small amount of molasses, skillfully roasted and blended: the idea being to prepare a wholesome, palatable beverage that should prove an efficient and healthful substitute for coffee and tea. The perfection of the product was early followed by the realization of an important fact that many have paid much to learn,—that is: that it is not enough to have a good article unless you let people know about it.

The first advertising was done in the newspapers: Postum "caught on" and soon became an established favorite, with one result that inevitably follows the introduction of a successful commodity:—a mushroom-like horde of imitators! In Battle Creek alone more than thirty such concerns were started but none of them, however pure and excellent the product may be, has been pushed with such aggressive persistence or so liberally advertised and Postum still retains its standing as the foremost in its class. Grape-Nuts, which offers as healthful a variation in food as Postum does in beverage form, is another product of this company and is forcefully advertised upon similar optimistically edu-

educational lines. For both of these products the magazines, street-cars and bulletin boards have been freely used for exploitation purposes, but newspaper advertising has always been the method most largely used. At this time the advertising expenditure averages about a million dollars a year.

Another new field that has been most successfully opened up—by Mr. C. C. Brooks, of Saginaw, Mich.—is the “Build Your Own Boat” business with its off-shoot, the “Knock-down Furniture.” About seven years ago Mr. Brooks conceived a wish to make a start as a launch builder. He was short on cash but long on credit and he thought he could use the latter to see him through with the making of the first boat—what might come after was “on the knees of the gods.” One day some paper dress patterns his wife was using suggested to him the possibility of using paper patterns for boats. A practical boat builder to whom he submitted the idea laughed at him and said he was crazy. Eventually, however, he scraped up \$200, rented a work-shop for four dollars a month—the price is not exactly suggestive of palatial space or convenience—and went to work. While he was working on his plans and patterns the dining room was utilized every night for office purposes and his files and printed matter were stored on the pantry shelves.

The start was slow but there was a continually accelerating increase. Presently a factory was required. By the fourth year four factories were running and the company had a paid-in capital of \$76,000. Then Saginaw, anxious to secure a responsible and growing industry, offered the firm a clear title-deed to the immense twenty-acre plant which had been recently vacated by the Saginaw Sugar Company, representing an investment of \$750,000, if the firm would maintain an average pay-roll of \$60,000 annually for five years. The offer was accepted and the pay-roll has been far in excess of the stipulated amount. To-day there are a few other firms in the boat-pattern and knock-down frame business, but the originator of the plan is the only one who is, by reason of his extensive advertising, nationally known.

The "Knock-down Furniture" plan is a direct outcome of the other and is proving quite as successful.

The Joseph Campbell Company, of Camden, N. J., have been manufacturing food products ever since their establishment in 1872, but "Campbell's Soups" were only placed on the market eleven years ago. The output then was only ten cases of 48 cans each, weekly. The present output is considerably over 20,000,000 cans annually. The advertising which has so strongly conduced to this expansion is distinctive, ably framed and very attractive, one notable feature being that the amusingly whimsical youngsters identified with it are not made unduly obtrusive, but are properly kept subsidiary to the appetizing, well-worded copy. The factory space has been increased four times during the past five years and further enlargement is now under way. The Campbell Soup Factory is one of the sights of Camden and is said to be the largest of its kind in the world.

Apropos of the canning industry and the enormous importance it has attained it may not seem out of place to refer to the manner of its origin. Some time in 1854 a Yankee Master-mariner came home from France and told his brother, Nathan Winslow, of Professor Appert's fantastic contention, as many considered it, that vegetables hermetically sealed could be preserved from decay for an indefinite time. Nathan Winslow was a blacksmith, of Quaker stock, and a shrewd, intelligent man who believed that a novel idea was not necessarily deserving of ridicule until it had been proved ridiculous. So he took a section of ordinary water-spout, put some corn into it, closed up the ends except for a small hole to let the steam escape and set it over a hot fire to cook. When the steam ceased he soldered up the hole—and that day saw the birth of the great canning industry! In the little smithy on the bank of the Presumpscot River, near Portland, Maine, originated one of the greatest and most important industries this age has known! Forty years after Nathan Winslow died, one of his water-pipe cans was opened and the corn in it was found to be perfectly sweet and eatable. The originator

of the canning industry is not commemorated by any stately marble shaft, but by a trail of tin cans through desert and wilderness and the waste ways of the world wherever the venture-some wander-lust of the white man has carried him.

CHAPTER 12.

THE ILLIMITABLE FIELD.

No more impressive illustration could be given of the broadened scope and persistent advance in modern advertising methods than by comparing any current number of a magazine with one of ten years ago. About 150 years ago Dr. Johnson commented upon the advertising methods of his day and concluded that the limit of possible efficiency had been reached. There has not been a year since that time when it has not been clearly apparent to some that advertising had been carried to the absolute extreme of its possible development—there are some thinking so to-day and there will be some thinking so to the end of time, but the actual workers know there is no limit, that every year opens up new fields for advertising exploitation and broadens the horizon in the fields worked up to now. For every year brings some new demonstration of the applicability of advertising to hitherto un-thought-of purposes and new proof is constantly arising that there is hardly any product in standard use for any purpose for which a larger territory may not be found by a demand-creating campaign addressed to the general public.

When Carborundum went into the general magazines, a few years ago, it was a widely expressed opinion that the move was an error. Carborundum is a product that seemed to be solely applicable to the technical requirements of manufacturers who grind things. But a further knowledge of the multifarious uses to which it can be applied has shown that the move was not so erroneous, after all. Fully half of the industries in the country use grinding methods of some kind

and many of them are outside of the range covered by the technical journals—between the three-foot stone of the car-foundry and the tiny wheels used by the dentist there are some 100,000 sizes, shapes and grades of Carborundum wheels, and the company keeps a staff of experts busy all the time solving new grinding problems. But, outside of this, the general advertising of the company has developed an enormous use for its product in connection with the little matters of household and personal service, such as razor-hones, knife-sharpeners, and similar small ware—new fields for its use and newer methods of use in the older fields are constantly being developed through it being made available for wider application by the new system of exploitation.

The admirable work of the Keen-Kutter advertising by the Simmons Hardware Company, of St. Louis, is a further illustration of this direct development of trade in a line that was formerly supposed to be only in place in a trade journal. It is an evidence of the gradual tendency to entirely eliminate the jobber and either deal directly with the purchasing public or else to use the general advertising to create public demand through the local dealer. The potentialities in that direction are innumerable but the realizations are very few, and the comment applies not only to the broader channels for trade that lie unused but to the manner of presentation in many that may fairly be considered standard lines. The advertising that may be considered to adequately grasp and utilize the possibilities of its subject is still pitifully small in amount as compared with the mediocre mass that so wastefully misuses space in the newspapers and magazines. Such as there are stand out like refreshingly green oases in an arid desert of pointless verbiage and misfit illustration.

When Mr. Joseph E. Wing, president of the J. E. Wing & Bros. Seed Co., returned to Ohio, in the eighties, after a ranching experience in Utah, one thing that he brought back with him was a lively faith in the value of the alfalfa plant. He began to experiment with it to learn how the plant was affected by a new soil and climate. His ex-

periments turned out so well that he began to trumpet the praises of alfalfa in the farm press and there was a resultant aftermath of letters by the hundred from farmers who wanted to know more about it. There was no printed matter upon the subject so that the labor of answering all these queries by mail soon became onerous as well as expensive. The first alfalfa seed offered for sale was intended to meet this expense, but the continuing demands for the seed soon demonstrated that there were commercial possibilities in the thing worth cultivating; so they advertised it—and that was the first entry of alfalfa into the commercial market. It grew in favor rapidly and for several years past the business has, each year, doubled or trebled the previous annual record and alfalfa is no longer a novelty but a standard product.

Not long ago table salt was classed, without serious question, among the advertising impossibilities. The Diamond Crystal Salt Company, of St. Clair, Mich.,—the makers of “Shaker Salt”—accepted that classification, much as they would have liked to change it. Their view seemed to be confirmed when a strenuous effort with what appeared to be a well-planned campaign proved utterly fruitless. But, one day, along came a gentleman who not only had new ideas, but a new way of putting them. Their advertising ambitions revived; it began to seem not so impossible, after all, to popularize their product, even though it did involve asking people to pay ten cents for the same quantity of salt that could be procured for two cents from any grocer! They had firm faith in the value of their product and the siren song of the stranger was most encouraging. Accordingly, they decided to give it another trial. The promises of the advertising manager were fulfilled: their hopes were realized and, in four months’ time, the snappy, well-worded, attractive advertising had resulted in a 60 per cent increase of business! “Shaker Salt” had been lifted, for good, from among the advertising impossibilities!

The Automobile industry ranks highly among the most extensive and persistent magazine and newspaper advertisers

of the day, yet the entire history of the American Automobile spans less than a dozen years, but it is as full of surprises as a fairy-tale and its most notable development has been concurrent with the strenuous advertising of the past few years! Quite as phenomenal is the Phonograph industry, in its relatively recent origin and enormous development. The collective product of the National (Edison) Phonograph Company, the Victor Talking Machine Company, and the Columbia Phonograph Company has an established value beyond computation for social, business and scientific purposes. It brings to the poorest the exquisite harmonies of the most renowned singers and instrumental artists of our day: preserving for the delighted appreciation of the music-lovers and the students of future ages the veritable impassioned enunciation and flowing cadences with which they have thrilled our emotions in a manner that no written description could ever adequately convey. To generations yet to come it will carry the actual intonation and little tricks of pause or emphasis by which the most noted orators of our time give a vivid force to their speech that no printed copy could ever enable them to realize. It records for the type-writer the dictation of her busy employer. It is being used to take accurate notes of the chattering talk of the "bandar-log," as an aid in the scientific investigation of the theory that the monkeys and other animals can communicate their thoughts and emotions by a form of speech, and Ex-President Roosevelt's hunting trip into Africa is to carry an elaborate equipment especially devised to record sounds incident to the capture or killing of the various wild animals he expects to encounter. It is perfectly natural that a product of such unquestionable value in such multifarious ways should rapidly take high rank among the leading industries and that its advertising is among the most note-worthy of the time. The Telephone is another industry which has developed by leaps and bounds, and the telephone advertising of the past year or two has been quite voluminous and especially well done.

CHAPTER 13.

THE CLASSIFIED ADVERTISEMENT.

The fact that most of the successful exceptions to the rule referred to in the previous chapter are national advertisers is not a reason for assuming that success is necessarily dependent upon elaborate display or profuse use of space. The primary essential for a successful advertisement is that it shall have something to say worth saying and shall say it in a clear, simple, forceful way. That is the sort of advertising that accomplishes results—and it is just therein that so few conspicuously shine and so many miserably fall down!

No-one who has had practical experience in advertising matters will question the importance of space as an advertising feature of material value but that space is, after all, a relatively minor factor is evidenced by the recent phenomenal growth of Classified Advertising. It is now getting so that it covers every conceivable subject, yet it is compression carried to the limit. One man who has a very positive conviction that forcefully put subject matter can, under certain conditions, "Carry the Message to Garcia" in a little advertisement just as well as a big one is Mr. John L. Silber. His case is of a different kind to the others referred to but is, nevertheless, of interest in this connection. He used a want-advertisement to get him out of jail! It was a "one-inch, single, lt.", and it did the business. This is a copy of it:—

WANTED—Young man in jail wants out; suggestions solicited that might result in immediate release: wants poet's address who wrote "Stone Walls Do Not a Prison Make, nor Iron Bars a Cage." Address JOHN L. SILBER, Kay County Jail, Newkirk, Oklahoma.

In May, 1907, Silber was imprisoned in Kay County (Oklahoma) Jail upon a charge of blowing out the light of a railway switch. During this time the Daily Oklahoman, published in Oklahoma City, offered a three-dollar prize for the most original want-advertisement for the next Sunday issue. Silber, not really thinking of any other probable result than a possibility of the prize, sent in the above-quoted copy. It was awarded the prize and also excited so much interest that a public agitation led to the matter of his conviction being enquired into by the County Attorney. It presently began to appear that there had been a serious mis-carriage of justice and that Silber's conviction had been really due to the personal spite of the City Marshal who had arrested him. The enquiry resulted in Silber being released and the perjured City Marshal reaping a most embarrassing aftermath. He, like Silber, is profoundly impressed with a conviction of the efficacy of a pointedly-written want-advertisement.

Quite as pointed and explicit was the advertisement of Mr. Joseph Trudel, marshal of Red Jacket, Mich. He was solicited to purchase a space in a special issue of his local paper and readily complied, but when it was pointed out to him that as he had paid for the space he might just as well use it, he was perplexed. After strenuous effort and much cogitation he evolved the following:—

“If you want to be arrested call on Joseph Trudel, or telephone 418, one ring.”

Now, there are no frills about that. It absolutely complies with the conditions that were once laid down for the ideal advertisement—“I have something to say—say it—stop!” It may be questioned, however, if it resulted in any especially pressing rush of business.

A one-inch advertisement was the turning point, also, in the fortunes of Mr. J. G. Anderson, of the Rock Hill Buggy Company. Twenty years ago Mr. Anderson—till then engaged in the printing business—became possessed of a blacksmith's shop at Rock Hill (S. C.); then nothing but a sleepy, straggling little southern village and with no apparent pros-

pect of ever attaining to anything more. The plant consisted of a few tools and implements for repairing wagons and ox-carts and the aggregate value of the entire outfit did not exceed fifteen dollars! He looked it over, doubtfully—he had never encountered such a proposition before and he was, for a while, sorely at a loss. But, though he lacked knowledge he did not lack nerve—moreover he was pushed by pressing need, so he donned his overalls and “buckled to.” His early work was uncouth but durable. His stinted means hampered him sorely—one day, for instance, he had to borrow \$12.00 to meet a \$16.00 pay-roll; paid \$10.00 out of it to one man and then borrowed \$4.00 back from him to help pay off the other—but his farmer customers were satisfied with his work and his trade grew. Presently there came a dull spell and, just to keep things moving, he built a buggy. It sold readily and he built more.

One day he was called upon by a representative of a weekly publication, who persuaded him to invest \$10.00 in a one-inch space, to run three months. That one-inch advertisement, which was destined to bring fortune to him and revolutionize Rock Hill, was a simply worded statement that he would furnish a hand-made buggy which would look well, run well and wear well for \$10.00 less than a similar vehicle could be bought for elsewhere. It brought him, the following week, a request from an adjoining state for an illustrated catalogue. He was so little prepared for doing business at long range that this bothered him, but not for long. He found that a neighbor had recently received a carriage catalogue—he borrowed it, cut out a picture that measurably resembled the style of buggy he was making, and mailed it to the prospective customer. It got the order and other orders followed. Now he sends buggies all over the country and the Rock Hill Buggy Company has not only brought wealth to Mr. Anderson but has been a prime factor in transforming Rock Hill into the busy and flourishing little city it is to-day.

CHAPTER 14.

THE "HUMAN INTEREST" FEATURE.

The unrealed fields for advertising effort are multifarious. One of the most promising, and most neglected, is that of the raw materials from which most manufactured products are made, as well as the processes of manufacture. There is hardly any line of goods—as a matter of fact, I doubt if there is any—concerning which there is not a perfect fund of interesting data available for advertising purposes which is utterly ignored. People take many things on trust—as a general thing because they cannot help themselves—but their interest can always be attracted and their faith in a product made firmer by letting them know how the result is obtained. At an industrial exposition the working exhibits are always sure of a deeply interested throng of observers. A woman will admiringly pause at an attractively displayed exhibit of gloves or laces but she will linger and gaze even more attentively at the group of workers who are demonstrating how the goods are made. The exhibit was probably very beautiful but is, after all, only a replica of what she can see any day at her favorite dry-goods store, but the manufacturing part of the show is what she will remember most clearly and will talk about over the tea-cups. Whatever her experience with other makes of gloves or laces may have been the particular brand that she saw in the making is apt to be lodged in her memory for all time. Note how inevitably an intent throng will gather in front of a

store window in which some simple manufacturing process is being conducted. Whether it be cigars or cookies or willow baskets the worker is always sure of an attentive audience.

Inspired probably by a partial comprehension of this feeling a Milwaukee piano-maker recently devoted a large window to a carefully arranged display of all the parts of a piano. But there he stopped, and so fell short of the possibilities before him—there was nothing whatever to impress upon the observer the good qualities of the piano. Even as it was the exhibit caused much comment, though the comment was principally upon the remarkable number of parts, but the attention attracted—though in this case it was wasted—proved how easily possible it is to play upon this ever-present interest to good advertising advantage. An excellent illustration of a correct application of this method is given in the Regal Shoe advertising. In many of their printed announcements and by examples in their numerous show windows they make free use of a shoe sawn in half to demonstrate the quality of material and method of construction—and the observer is never permitted to forget that it is the Regal Shoe that he sees dissected.

So, also, with regard to materials. Take Furs, for instance. Think of the magnificent fund of interesting data they furnish. Yet there are, so far as my knowledge goes, only two men in the country—a Furrier in New York and another in Detroit—who make any systematic attempt to utilize them. Their advertisements not only tell you that they have fur goods and garments for sale but they incorporate, every once in a while, all kinds of chatty little notes about the original skins; where they come from; how they are obtained and how they are treated. There are items about the Beaver; the Bear; the Mink; the Seal; etc.; the qualities of the various kinds of skin; how they are prepared and why one kind of skin is better suited for certain wearing purposes than others. Now, that is good advertising; for the reason given it is distinct-

ive and in just the way that it should be to enlist the approving attention of the possible purchaser. No-one who is, or is likely to be, interested in Furs can read those advertisements without being inevitably and favorably reminded of the advertiser, whenever Furs happen to be in question.

The same principle applies to manufacturers of materials which are made up by others. The Textile industries number more employees than any other manufacturing interest in the country. In value they rank third, only being surpassed by iron and steel and the food products. Their goods are in universal demand, yet nearly all of them go out on the market utterly lacking all means of identity for the buyer. When a woman enters a dry-goods store she may be intent upon buying some kind of material that is sold by the yard but not one time in a thousand has the manufacturer of the shirting, dress-stuff, lining or carpeting that she is seeking primed her with any reason for asking for his especial line of goods.

Suppose that some muslin manufacturer should—ignoring the hitherto cramping conventionality of trade precedent—decide to tell the housewife something of his goods. Of course, the main purport of his advertising would be to impress her with the conviction that his particular brand of muslin was the finest ever made, but how well that impression could be conveyed and inferentially strengthened by use of the various points of the manufacturing story; the fibre used; where the best quality of fibre is grown and how it is gathered; how it reaches the mills and the various stages through which it passes until it reaches marketable form as a finished product. And every instalment of the story would so connect the name and trade-mark in her memory with the merit of the goods—its strength, fineness, durability, and so on—that for her, henceforth, there would be only one kind of muslin worth asking for.

And the work would not stop there. The manufacturers of shirts, corset-covers, and the multitudinous other forms of muslin goods would find the advertised standing of the

material from which their goods are made too valuable a business aid in marketing their product to neglect it; and the retailer, in his turn, would find it worth his while to make it known that the muslin goods he was offering were made from the well-known product of the So-and-so Mills. If his advertisements read that way now they would talk an unknown language to most of his readers. Not one in a thousand of them know of any especial reason for asking for one make rather than another—not because there are not plenty of reasons that could be urged for such a preference but because the manufacturers seem to be oblivious of the magnificent opportunity that is awaiting the first man with foresight and energy enough to take advantage of it. The English Woolen Mills Co. has made some effort to push their woollens along this line, and just lately "Economy Linen" is being heard from, but beyond these most of the field is barren—yet, it is a large field and a rich one.

The Life Insurance Companies have received a lot of free advertising during the past few years that they would, presumably, have preferred omitted but they might, with advantage, have taken some useful lessons from it for their own publicity work, most of which is, even yet, curiously inadequate. It seems to range, as a rule, from glittering generalities at one end of the line to repellingly dry statistical tabulations at the other. Between the two extremes there is a wide middle ground which could, it would seem, be profitably filled with "human interest" stories, illustrating the benefits of life insurance by specified instances. When one is seeking to make a personal impression one concrete example is worth more than a hundred theoretical arguments. The same criticism justly applies to Fire and Burglar insurance. It is this very quality of human interest that newspaper-men consider the most valuable feature of a newspaper story and it is, or should be, just as valuable in advertising.

None seem to have a clearer conception of this than the proprietors of the patent medicines. The advertising for the various pill, powder and bottled remedies always plays upon

the testimonials and such similar matter as is likely to appeal to this personal phase of human nature. Their manner of doing it is frequently repulsive and sometimes ghastly but it is unquestionably effective and though the manner is not generally desirable the principle is sound and is susceptible of effective application upon a much wider scale than is yet used.

There are, however, numerous variations wherein the same principle is applied in a much more pleasing manner. The California Fig-Syrup advertising is always refined in tone and attractively presented; while the pretty baby motive never fails of its catchy appeal to the sympathies when it is used as cleverly and tastefully as is done in the advertising of Mennen's Talcum Powder or Mellin's Food, both of which are especially note-worthy illustrations of the more pleasing possibilities of the method the Patent Medicine men use so effectively. The Mennen advertising, by the way, uses the principle in a two-fold way, for it always strongly features the portrait of the advertiser: a method which is most systematically and effectively used in connection with Douglas' Shoes, Major's Cement, and several other lines of acknowledged standing. Tom Murray, of Chicago, initiated a whimsical departure from precedent by using a picture of the back of his head instead of the usual front view, but then Tom Murray is—in this, as in the rest of his advertising stunts—a law unto himself. It is the shrewd recognition of the "human interest" principle that gives point to the picture by his well-known request to "Meet me face to face."

What has been claimed to be one of the most successful advertisements ever written was framed by a man who was utterly lacking in any form of advertising experience, but he knew human nature and he made a "ten-strike" in his first call to the women he was seeking to interest. He had perfected something that he thought should appeal to every mother, but his advertising had to be "intensive" to the last degree, for he had no means and the payment for the first

insertion was only secured by pawning his sick wife's ring. His copy started off with:—"Mothers, ten cents may save your baby's life!" And the mothers responded, for that opening struck the "human interest" note, full and strong!

One striking instance in which this "human interest" feature is strongly played up is afforded by the "X-Ray Stove Polish" advertising. It was first placed upon the market about eight years ago and the first year's sale amounted to 300,000 packages. The subsequent increase has been rapid and the sales now amount to about 13,000,000 packages yearly. The firm of Lamont, Corliss and Company lays especial emphasis upon the fact that its product is "Non-Explosive and Non-Inflammable." It seems that some forms of Stove Polish have naphtha or benzine for a base and that many serious, and sometimes fatal, accidents result from the use of such inflammable material. Such cases are carefully and systematically collated for re-production in a booklet bearing the striking title of "The Slaughter of the Innocents." It can hardly be classed as pleasing reading but as an example of forcibly impressive and logical argument it can hardly be excelled. All the other and more usual reasons for choosing this or that kind of Stove Polish instead of some other—brilliancy, lasting polish, etc.—fade into insignificance; and it is doubtful if any house-keeper ever sees that booklet without receiving a lasting impression of "safety" as one of the meritorious qualities of that particular form of polish.

CHAPTER 15.

THE NEGLECTED POSSIBILITIES.

There is hardly any phase of human effort—industrial, commercial, or scientific—in which one is not daily confronted with splendid advertising opportunities that are most lamentably neglected or ignored. Canned goods—meat, fish, vegetables, soups, fruit, etc.,—offer an almost illimitable territory for such work. Some of them are advertised well: a number of them profusely and extensively; but much the larger portion of such advertising is banal in the extreme, while many of the manufacturers seem to rely wholly upon the jobber and dealer and do not apparently concern themselves at all with the possibilities involved in the creation of any larger public demand by their own efforts. Upon the shelves of almost any grocery or delicatessen store one can find packages—bottled, canned, or carton goods—of foods, pickles, preserves, condiments, etc., which are popular within a certain circumscribed territory but are utterly unknown beyond it, though they possess every meritorious requisite for success in the larger field.

Mr. Loft—now known as the Candy Millionaire of New York—is one man who had such a line. He made candies that were locally of established repute but were not known elsewhere. He knew that his wares would command a wider market if he could only attain it. So he advertised. At first his advertising fell flat but he pluckily persevered and he took pains to tell people not only that his candies were good but why they were good. Presently it began to tell—there was a slight increase; then a larger one. He kept up the advertising and the increase continued and grew. Last

year the little neighborhood trade had so developed that there was a turn-over of more than a million dollars!

A stick of Chewing Gum sells for a cent. Half of that cent is profit for the retailer and the jobber gets his share out of the balance. There does not seem to be much left for the manufacturer, does there? About seventeen years ago Mr. Wm. Wrigley, Jr., started making Chewing Gum. He had a gross capital of \$32.00. Not another cent from any outside source has been put into the business at any time, yet from that \$32.00 basis advertising has built up a business that now expends about \$650,000 a year for advertising purposes—last year the business increase was over a million dollars!

Paint—with which Alabastine may properly be classed—has been exploited during the last few years in a series of logical, business-like, “reason why” talks that have been conspicuous for their general excellence. Lumber is a subject brimmed with splendid advertising opportunities but it has only been nibbled at in the most perfunctory way. Even the Furniture manufacturers, some of whom are generous and persistent advertisers, seem to think that the lumber they use is fully dealt with by a cursory mention of “Curly Birch” or “Quarter-Sawed Oak”—the sort of technical term which is equivalent to Sanskrit to the average buyer at retail. A case in point was recently furnished by the receipt of a furniture catalogue which was exceptionally well printed but the matter and its arrangement were of the most conventionally common-place description. As a booklet it was superb; as a catalogue it was a grotesquely pitiful waste of money. In one section were several exceedingly beautiful illustrations of fine panel-work and fittings, and the curtly characterless descriptive matter mentioned that they were of “Amboyna Wood.”

Now, how many of the purchasing public, for whom this book was intended, know anything about the characteristic features of Amboyna Wood? Just think of how the description of those Amboyna fittings could have been led up to

and interwoven with some data about the material—its habitat in Africa, the peculiar superstitions which inspire the reluctance of the natives to cut down or injure the tree; the unusual difficulties which used to attend its transit to the coast for shipment, its strange grain and the freakish markings which sometimes prompt the men who work it to save shavings and fragments and spend hours of their leisure time tracing landscapes, portraits, animals, and every imaginable kind of odd figure in the “picture-gallery wood,” as some of them call it. Now, this particular data is not of the kind that would count for much in the selling of a cabinet or side-board but Amboyna is not the kind of wood that is used for cabinets or side-boards, the freakish nature of the grain making it more valuable for panel-work and certain forms of decorative use. In that connection is it not conceivable that some data of this kind could have been profitably used to add an interest in the mind of some prospective customer which would certainly never be inspired by the curt use of a meaningless name which not one in a thousand of them had ever heard of? There are heaps of such material among the commoner woods—why is it never used?

In connection with Silver Ware we inevitably think of Gorham, “1847 Rogers Bros.” (The Meriden Britannia Co., now incorporated in the International Silver Company) and the “Oneida Community” goods—there are plenty of other makers, but who are they and where? Think of what splendid advertising material there is in Jewelry, but the firms nationally known are very few—Tiffany, Reed and Barton, Baird-North, Loftis Bros. and—well, are there any others? There is not a town of any size in the country that has not one or more dealers in Oriental Goods and Curios, but who other than Vantine is known outside of his own community? There is a firm in New Mexico (Francis E. Lester Co., of Mesilla Park) that occupies a similarly pre-eminent position with regard to Indian and Mexican curios. Soaps, Shoes, Beer and Breakfast Foods are always in prominent evidence

with some of the most consistently clever advertising of the day.

Book advertising is surprisingly uneven in quality, yet it would seem as if no better opportunity for consistently effective work could be desired than book announcements offer. Decorative Pottery is well advertised, though in a limited degree, but the fine advertising field afforded by China and Glass—especially Cut Glass—is lamentably barren, outside of the tasteful “Libbey” advertising.

Toilet accessories are presented to our attention very fully, but, in the main, rather feebly—as a general thing they seem to rely more upon pretty phrases and purposeless pictures than selling points. There are, however, a few notable exceptions, among which the Sanitol advertising is conspicuously able, aggressive and well-planned. The firm, by the way, is only ten years old and is based upon the co-operative, profit-sharing plan. The last annual report of Mr. Herman C. G. Luyties—founder and president of The Sanitol Chemical Laboratory Company—contains a passage so happily pertinent to the theme of this book and so tersely apt in its comparison of former and modern advertising methods that no excuse is needed for quoting it:—

“This company has grown to proportions never dreamed of when we organized the company ten years ago. Rapid growth demands new methods of operation, and plans which were thought adequate then have outgrown their usefulness. New conditions must be met, and the large business that is coming to us must be taken care of.

Formerly our plan was with small capital to secure great profits from small sales, with practically no advertising or sales force. Modern business methods and competition demand and have forced on us extensive advertising, a larger capital, and a large sales force in order to secure a larger business.”

How many grocers take advantage of the manifold opportunities that Groceries afford? Even apart from the minor lines of goods that could be so effectively used for advertising purposes the Grocers handle quite a number of staple lines,

such as Crystal Domino Sugar, Kingsford's Starch, Gold Medal Flour, Heinz's "57 Varieties," Karo Corn Syrup, Nabisco Wafers, etc.—all of which are widely advertised, and several of them with exceptional taste and ability. In every such case a great part of the grocer's work is already done for him and the general advertising offers a splendid base for him to build upon at relatively small cost, but lamentably few of them seem to realize the fact or care to take advantage of it. In the East there are several trade-marked brands of canned fruits and vegetables to which especial attention is called by timely and vigorous newspaper advertising, and the public not only pays more for "Clubhouse," "Supreme" or "Richelieu" goods, but insists upon them. There was a superb object lesson furnished two or three years ago by Thomas Martindale & Co., a leading grocery firm of Philadelphia. They had been doing what was considered a satisfactory trade in a certain brand of Olive Oil, from California. The firm was induced, in 1905, to enter upon a special advertising campaign and the Olive Oil was selected as its subject. A series of eight-inch and ten-inch single column advertisements was prepared and inserted in a local paper. The previous sales had amounted to less than forty bottles a month—when the smoke of the first campaign had blown away, twenty months later, the sales had jumped to the astounding total of 38,760 bottles!—a 124-fold increase in a line that was simply incidental to the general store campaign!

In heating apparatus there is a most curious difference—Radiators are generally well advertised, with the talking points well brought out, but most of the Furnace advertising is abominable. The accessories of dress are generally better advertised for men than women—notably collars and hose, which are well handled. Just think of the multifarious uses to which rubber is now applied—and think of how little is done to let the purchasing public know how many useful forms of rubber goods there are! Goodyear and C. J. Bailey are the only two manufacturers of rubber goods whose names are readily recalled. There must be others but they are very

shy about letting it be known. If you do see any rubber goods advertised you will almost certainly be told something about Para Rubber. To the average reader the term is meaningless. How many people know what Para Rubber means? I don't, for one—do you? Of course, one could refer to an encyclopedia, but the advertiser who makes it necessary for a reader to refer to an encyclopedia to find out what his advertising means is taking long chances. Hotel advertising is another field wherein there is ample room for much better work and more of it. Some of the resort hotels send out some excellent booklets, but why is it that so few hotels do any effective local advertising?

In this connection the two following lists are pertinent. They were published in Mahin's Magazine as being especially suitable for consideration by mail-order dealers. The first list was by Mr. Charles D. Lanier, business manager of the Review of Reviews; the second by Mr. Horace Dumars, of the Ladies' World:—

“1. A family medicine chest, with a collection of remedies and appliances proper to be used without a special doctor's prescription. The remedies to be selected by, say, three physicians of national reputation, and to be advertised as being their selection.

2. A wedding present list. A large jeweler of the first class ought to extend his business profitably by getting up an attractive catalogue and description of five hundred felicitous suggestions for wedding presents, and advertise the same the year round.

3. Umbrellas. An advertisement offering a booklet showing full description, prices, etc., of the various grades of a first-class make of umbrellas ought to do well in the magazines.

4. Shoe furnishings. The writer has never found out where to get good shoe-strings when one wants them.

5. Best children's books, especially for small children. A running advertisement in all the decent mail-order publications should do good work for the publishers of the really good children's illustrated books. Give an American mother any good reason to believe a particular book is exceptionally desirable for the children and she is going to have it.”

"1. There is a large amount of cornmeal consumed in fall, winter and spring, and a great deal more would be used if people were certain that they were getting a good brand. Certain kinds of cornmeal, made from soft corn, are very desirable, whereas much cornmeal that is consumed is made from the hard, flinty corn that is fit only for animal feed. A very fine cornmeal is made from Virginia corn and certain kinds of Eastern-grown corn. The selection of a good cornmeal and the putting of same in packages bearing a brand that is made known through advertising would surely result in large sales.

2. Certain brands of canned fruits could be advertised to advantage, as very large quantities of fruits in this form are consumed. A large number of people do not care to buy on the 'hit or miss' plan, and would therefore prefer to pay their money for an article having merit and being well advertised. The same can be said of various brands of canned vegetables; also of canned fish, oysters, clams, etc.

3. A line of insurance that is coming into general favor is that of burglar insurance, and this, if well advertised, could be built up into a very extensive business. Next to fire the burglar bugaboo is one of the things which is uppermost in the average person's mind, and especially at the time of retiring for the night, or when all persons are absent from the house, and it is left to the mercies of the cracksman. Any matter that is in the minds of people so constantly as burglary presents a good field for advertising, and the placing of a \$1,000 or \$2,000 policy, covering losses by burglars' work, would tend to make many people feel easy, whereas under the old system there is always apprehension of trouble when every one is away from the house.

4. There is a wide field for advertising in raisins, as there is a large amount of raisins, dried currants and various high-grade dried fruits consumed. The tendency of the times is toward packages and cleanliness, and as people take kindly to other lines of package goods they certainly would to these."

Several years ago the advertising of Men's Clothing took a new turn, and one very much for the better. The old style of ultra conventional lay figure was discarded and a more natural, life-like style of drawing adopted. The improvement has, so far as the illustration is concerned, continued but in other respects there is still room for material

betterment. The manufacturers bestow exceeding care upon their newspaper and magazine advertising and their supplementary printed matter is superb, but they seem to consider that an attractive illustration and a claim for "style" is all that is needed. A custom tailor will always lay especial stress upon the skill of his cutter—beyond that all is emptiness. Why do they not tell us something about the goods used and the methods of making? The average man has neither the time nor the inclination to bother with technical details, but if the advertising matter he reads would occasionally embody a few pointers about how to distinguish a good tweed from a poor one; why and in what manner this kind of coat-lining is better than that; why this make of thread or button is used instead of some other; the little points of finishing; the manner of treating the button-holes, bindings, etc.—I feel very sure that many would be interested by it. It may be that shoddy is too prevalent, nowadays, to make such a method of enlightenment generally safe, but I firmly believe that any merchant who has confidence enough in the quality of his goods to adopt such a line finds it profitable—but there ought to be more of him.

THE GERMAN-AMERICAN PUBLICATIONS.

One possibility that cannot, perhaps, be properly classed as "neglected" but that certainly is not utilized as fully as its profitable opportunities deserve is that of the field covered by the journals printed in foreign languages. Of these the German publications are largely in the majority and cover the widest field. There are many advertisers who do not seem to realize how largely the German-American element looms in our statistics of population, and how steadfastly that element favors the publications printed in its mother tongue. Those advertisers who do realize it have solid reason for valuing the German-American as a good and profitable customer. He is thrifty, a good buyer, and likes to pay cash. Once his interest is secured he remains loyal and his name upon a list of customers is a veritable business asset.

CHAPTER 16.

THE "PROFESSIONAL ETHICS" BUGBEAR.

So thoroughly has advertising permeated every phase of our daily life that the old-time dogmatic theory of it being out of place for any but purely commercial or business purposes is fast losing ground. Medical men find the old "professional ethics" bogie dying hard—but it is dying, nevertheless. Even the church is falling into line with modern methods. Only a few months ago the pastor of a church in Rome (Ga.), inserted a half-page space advertisement in a local daily; it has become quite customary for the week-end and Sunday papers to contain a column of "Church Announcements," giving details of the service, the subject of the sermon, etc., and it is now usual to see posters or bulletin boards placed outside the church conveying the same information and cordially inviting the readers to attend the service. The Rome pastor's half-page, much as it seems to have shocked some of the ultra conservatives, would seem to be really no more than a logical extension of the plan in general use. When this form of advertising follows the "Hoorah!" method that has sometimes been used it naturally jars upon one but when it is handled upon a fittingly courteous and dignified plane it is difficult to see any objection to it other than that inspired by an illogical reverence for precedent. The Church, although a religious institution, must, after all, be run upon business principles. The Doctor, the Architect, the Lawyer and the rest of their dignified

professional brethren are coming, by slow degrees, to accept the conclusion that the direct publicity their code of "professional ethics" condemns is, at its worst, only a logical evolution of the indirect advertising for which they are always eager. Banking is one of the lines that has broken the bonds of formerly hide-bound conservatism and found that no loss of dignity is involved, after all, in a departure from the professionally ethical routine formerly deemed imperative. Bank advertising is now becoming fairly general and some excellent work is being done.

THE BASE BALL CORMORANT.

There is one phase of advertising that seems to be on a curiously different plane to any other. Just think of the stupendous amount of free publicity that is always being given to Amusements and Sports in the newspapers and magazines! Actors, Artists and Musicians are admittedly shy and shrinkingly averse to the publicity so freely accorded them. Their work, however, is of such a nature as unavoidably entails public comment and we can only sympathise with the distress caused these gentle souls whenever they see their names in the paper. But this un-paid-for publicity is carried to its extreme limit in sporting affairs. Information concerning Sport is naturally of a newsy nature and they who are mainly interested in the financial end of the game inevitably receive an enormous amount of benefit that should properly be paid for in hard cash. It would, to quote an extreme case, probably be impossible to parallel the instance afforded by Base Ball, where the promoters receive, quite free of expense, an enormous quantity of advertising that any other business—for it is, in these days, a purely business proposition—would be annually compelled to pay many hundreds of thousands of dollars for!

CHAPTER 17.

RAILWAY AND PROMOTIVE ADVERTISING.

Railway advertising is notably voluminous and attractive, though a few of the lines are conspicuously in advance of the rest. The scenic lines naturally work the picturesque features of their territory for all they are worth and some especially clever work is done in this direction, but until quite recently few of them seemed to make as much as they might of the distinctive features of their own equipment and service. One clever effort in this direction was the "Phoebe Snow" series of jingles and pictures of the Lackawanna Railroad though it would probably be stronger if the name of the road was in some more easily associated form, instead of being simply borne upon a label which is not directly a part of either the verse or the design, but is apparently stuck in anywhere that will least interfere with the drawing. In Pennsylvania, New York and the adjacent states the sense of connection is very general; but as soon as one passes out of that territory this sense of connection rapidly lessens. West of the Mississippi it is practically lost. The magazine advertising has made Phoebe Snow and the Road of Anthracite matters of general knowledge, but in Chicago and west of it one will find—and this a matter of actual test—relatively few of Phoebe Snow's admirers who can tell what line the "Road of Anthracite" refers to. Now, if the name of the road had been incorporated in the verse or made an integral feature of the design that lack of connection would not

happen. As a matter of result-producing advertising the ingenious "longer—higher—wider" sleeping berth hit of the Chicago, Milwaukee & St. Paul Railway is of especial excellence. Although the berths are not a bit longer or higher or wider than they were before that advertisement appeared the traveling public has certainly been more definitely impressed than it ever was before with the idea of the berths being comfortably roomy. Another notably clever bit of work is their "Clean Cars" advertising, which shows the seats being cleaned by means of compressed air. In the November (1907) number of "Everybody's Magazine" a prize of \$25 was offered for the best letter describing any advertisement appearing in that issue, and the majority of the letters received selected the "Clean Cars" advertisement of the C. M. & St. P. R. R.

The last few years has seen a quite phenomenal development in municipal and state promotive advertising. All over the country little villages and large cities alike are organizing Publicity Bureaus and similar organizations whose work it is to trumpet abroad their various advantages for prospective settlers and new industries. And, though much of it is ill-judged and mis-directed, most of it is good work. At times, as might naturally be expected, some of the printed matter reads as if it should be accompanied by a brass band and fire-works but the greater portion of it is sound, steady, common-sense talk; with definite statistics and sensible, well-reasoned arguments for the expressed conviction that "OUR town is THE town and WE are the people." A good, healthy, optimistic spirit pervades it, and it pays—which is the soundest justification that any advertising can require.

Gardner, Mass., has a novel, but effective and truly typical method of advertising that inevitably impresses its chief industry upon the memory of every-one who passes through the town. It is known in the furniture world as "Chair Town" and is said to be the largest chair-manufacturing center in the world. To impress this fact upon travelers a mammoth chair was built and it stands upon a lawn adjoining the platform of the Boston and Maine depot. It weighs over 1200

pounds and more than 600 feet of lumber was used in its construction. To the traveling class Gardner is always "the town where the big chair is," and it is doubtful if there is any similar instance where the name of a town and its chief product are so inseparably connected.

It is wonderful to see how rapidly all-pervasive this promotive advertising has become. Chicago, which would seem to be less in need of advertising than any other city in the world, is earnest and insistent; St. Louis is right in line; the Kansas City organization is breezily vociferous in proclaiming its claims to attention; even staidly dignified Boston has organized a Publicity Bureau and raised a special advertising fund for exploiting Boston's business possibilities. Dallas has organized its "Hundred-and-Fifty-Thousand Club" and has been conducting an advertising campaign of national scope that has been phenomenally successful. Spokane spent \$40,000 last year for the same purpose and its work during the past two years has been so effective that it has inspired "Booster" Clubs in numerous smaller town and cities of the Pacific Northwest which are planning to spend, or are already spending, something like \$200,000 within the current twelve-months in printers' ink, urging their claims to consideration among prospective settlers or industries seeking a new location. Cincinnati has a similar campaign under way and is considering the adoption of a trade-mark in the form of a civic slogan, "Cincinnati Has The Goods." Des Moines has joined the procession with a special advertising fund of \$25,000 and its own slogan, "Des Moines Does Things." St. Paul's Consolidated Publicity Bureau, originated by the Town Criers' Club, has organized and established what is claimed to be the best and most practical municipal advertising organization in the country. Minneapolis gives us to understand that "Minneapolis Makes Good." Duluth is no longer satisfied to be known as "The Zenith City of the Unsalted Sea"—it is pretty but not sufficiently business-like for these commercial days, so it now proclaims itself to be "The Pittsburg of the West," as being

more in keeping with its extensive shipping and jobbing interests. Denver is the head-quarters of the Oregon Development League, which comprises eighty-two separate organizations in as many Oregon towns and cities, each with its own special fund and publicity league. Springfield, Mass., offers a \$500 prize for the best plan of advertising the city. The "Boost Buffalo" Club offers a \$100 prize for the breeziest slogan for advertising use. Rochester is urgent in impressing upon the rest of the world that "Rochester Made Means Quality." During 1907 Canada spent \$6,000,000 in advertising the advantages of the Dominion for prospective settlers.

Milwaukee, Omaha, Detroit, South Bend, New Bedford, Grand Rapids, Peoria and innumerable others are all working upon similar lines, but none of it is more earnest and vigorous than the work being done in the South:—Kentucky, Virginia, West Virginia, Georgia and Alabama. Even little villages and towns only founded within the past five years have their special advertising funds and Promotion Bureaus sending out literature that would make any doubter of southern energy and enterprise "sit up and take notice." Louisville has been conducting quite a strenuous campaign. Richmond first entered the advertising field during the time of the Jamestown Exposition but is systematically keeping up the good work. Birmingham and Montgomery are aggressively determined that the world shall know of a couple of iron-manufacturing cities in Alabama that are over-taking Pittsburg by leaps and bounds. Nashville has organized a Bureau of Publicity. Savannah puts up a fund to start the ball rolling. Memphis has a zealous Industrial League—And so it goes, all along the line. One southern city (Pine Bluff, N. C.), has even set the unique example of petitioning the Legislature for permission to tax itself "to provide a special fund to advertise its advantages and attract population."

The Kentucky State Development Association went further than this by asking the General Assembly to appropriate

money "for the exploitation of the resources of Kentucky as a manufacturing, agricultural and mineral field." In the matter of state advertising, however, California is getting to be known as the best advertised state in the Union. The Californian Promotion Committee puts great faith in printers' ink and the civic organizations of the state—San Francisco, Oakland, San Diego, etc.,—are heartily in accord with it in chiefly pinning their faith to the approved methods of paid publicity. While California was elaborating her plans for the most effectual expenditure of her \$250,000 advertising fund the northern states of the Pacific Coast were assembling in Spokane to work out a plan for combined publicity on their own account. The State Associations of Colorado, Washington, Alabama, West Virginia, Texas, Dakota and Wisconsin are all enthusiastically energetic. A full list of the states, counties and cities that have taken up definitely organized plans for promotion in this manner would make these pages read like an excerpt from a gazetteer, but the facts in themselves are a remarkable illustration of the broadening modern realization of the value of advertising.

CHAPTER 18.

AGRICULTURAL ADVERTISING.

In view of the fact that agricultural interests are so varied and of so much greater value than any other with which they can be compared the relative backwardness of agricultural advertising until a quite recent period is as remarkable as its subsequent rapid development. For long it lagged most lamentably in the rear, but when it did start its progress was suggestive of Jack the Giant-killer's seven-league boots! Far too much of it, even yet, is characterized by a stilted conventionality of form and method of presentation, but some important sections of it are admirable and deservedly rank among the most meritorious advertising of the day; though this, as a general statement, applies much more fitly to the advertising of goods intended for the farm rather than to goods from it.

It was when the water-ways began to lose their prestige and value through the persistent encroachment of that many-tentacled monster, the railway, that the agricultural press began to broaden its sphere as had not hitherto been possible for it to do, and the formerly sneered at "hay-seed" began to stand up to be counted. Up to that time the farmer's environment had been a narrow one; his possible market for his product was seldom far away, while those who sought his custom for farm implements or material found it far from easy to bring their wares to his attention and still less easy to deliver the goods. The agricultural monthlies of that day

generally consisted of eight small pages and they furnished about the only literary means of keeping in touch with the larger world outside of their own community, whose more immediate needs of information and intellectual refreshment were ostensibly served by the local weekly, where such existed.

The great upheaval caused by the Civil War in all social, commercial and industrial affairs, and the consequent re-adjustment to suit changed conditions affected no class more materially than the farmers. With the preponderating foreign born element, very largely German, the resultant effect was not so conspicuous as with those who were of American birth. The former had already known travel and foreign lands and, even when he was not better educated, was apt to have a broader intellectual horizon. When he enlisted the more stirring life upon which he entered did not impress him with any material sense of novelty—he had traveled long distances by boat and rail; had seen large cities and had known something of the clash and stir of military life. With the American farmer it was vastly different. His environment had been narrower; he had seldom been much of a traveler except when seeking a new location, and his ideas of soldierly glory had seldom reached farther than to wear a sword and a cocked hat (with a big plume), and march to the beat of a big drum in a “Fourth o’ July” parade.

With no class had the old restrictions based upon conventionality and precedent been stronger and with no other class were they, through the feverish political excitement of the time and the fratricidal strife to which it led, more irretrievably shattered. Every American farmer who enlisted and lived to return to the farm came back a changed man in more ways than either he or those about him could easily realize. He had seen the world; had taken an active part in big affairs; he could reason and talk intelligently of many things that had previously been, within the cramped limits of his little community, merely matters of gossiping rumor and vague surmise; he had seen the wonder of the telegraph and his own traveling experience had given him a practical

demonstration of the possibilities afforded by the railway as a means of transporting his produce to distant markets. His broadened knowledge of men and things enabled him to keep abreast with the phenomenal press expansion that was one of the most noteworthy features of the time. He found his paper better worth reading, not only because it really was a better paper, but because he could read it to better purpose—more understandingly; more discriminatingly—than ever before!

So it came about that agricultural advertising then made its greatest stride forward upon the path from which it has never receded. The manufacturer who sought the farmer's trade found that he, under the vastly changed conditions induced by the rapid expansion of the railway and the press, could appeal to his prospective customer much more easily and directly than before. Incidentally, also, he quickly came to know that he, in his advertising methods, must approach the farmer upon a higher and different plane than had previously seemed necessary, and there was a general furbishing up of advertising methods all along the line. The farmer, upon his part, was more open to conviction by intelligent reasoning; he had gained a practical knowledge of the conditions in outside markets, both for the things he needed to buy and the produce he had to sell, and had grown somewhat more tolerant of "new-fangled ways." So the market for trade both to and from the farmer broadened rapidly.

And it grows broader all the while, for the farmer has now become the largest producer and the largest buyer in the world. He owns most of the wealth in the country and every manufacturer caters to him, for it would be hard to find any article or commodity—however remotely improbable it might seem to be for a farmer's use—for which the farmer is not rightly considered a possible and profitable customer. He is, in these days, not merely in touch with the outside world, but is a very active and influential part of it. The rural delivery comes to his door; the telephone brings the latest market quotations to him as soon as they are known

in the city; while the electric and steam cars carry him and his products quickly to whatever market he desires. His free use of labor-saving machinery is no longer confined to his field work, but is, also, applied to the dairy, the barn and the home. He is posted upon the relative values, under varying conditions, of "rough" or "concentrated" feeds and his judgment of a "balanced ration" is no longer a matter of "rule-of-thumb" measurement, but an accurate calculation of the comparative protein and carbo-hydrate properties of the various constituents. He carefully studies the farm journals and the Agricultural Department bulletins from Washington and, as opportunity serves, takes the "short course" at his state Agricultural College.

THE NEWER NEEDS OF NEWER TIMES.

To this changed condition of things the agricultural press is, naturally, both reflective and responsive, especially in its advertising columns. There is possibly no other line of class journal which is so comprehensive in its appeal to advertisers and the field it offers. Its news and information departments are still directly addressed to the farmer, the poultry-man, the stock-breeder, etc.; but its advertising is no longer limited by any assumption that only seeds, separators, plows, fencing, prize stock and similar matters are of interest to its readers. One is just as likely to find jewelry, cameras, automobiles, table delicacies, or "liner" advertisements with enticing itineraries for foreign tours. Accordingly, much of the best advertising in the farm journals is, though directly addressed to the farmer, not agricultural advertising. It is simply of interest in this connection as being significantly indicative of a changed order of things.

As a factor in introducing into the farmer's life modern methods that are in startling contrast to the conditions that formerly prevailed none has been more influential than the rural telephone. When the important telephone patents expired, some years ago, the independent telephone business

entered the field and it boomed rapidly and enormously. No branch of the industry was quicker to feel this impetus and respond to it than the manufacturers of telephonic apparatus. Among them—but occupying the unique position of a firm with an annual output worth \$70,000,000 yet almost unknown to the general public—was the Western Electrical Company. A firm that manufactured supplies for the Bell Telephone Company would certainly seem to be well equipped to meet any demand from the broader market that had been opened, and so, in November, 1907, the company began to advertise. The output of the firm covers a remarkable range; from the largest electrical generators, motors and exhaust fans down to a fractional horse-power motor or local electric fan for household use. One of the most important phases of the company's wide-spread advertising is especially aimed at the farmers and it is considered that the rural telephone is the most direct and human advertising proposition the corporation has. The rural telephone copy makes its strongest appeal in the fall and winter months, when the farmer has most time to spare. This one branch of the business, alone, has attained almost incredible dimensions, for the rural telephone is no longer regarded as a luxury but as a primal household necessity. By its aid the farmer can get in quick and direct touch with his agent or dealer and learn the market quotations for stock or produce as soon as it is posted: his wife can place an order for groceries "down to the store" or invite a neighbor over for a social cup of tea, while the young folks find it an "elegant" medium for exchanging experiences the morning after a dance or an "Ice-Cream Social," or for giving some anxious swain the shy hint that:—"I might be strolling down towards the bridge to-night, after the chores are done." Its manifold uses have firmly established the rural telephone as "a great institution" and the Western Electrical Company has been a most notable factor in bringing it about.

ADVERTISING TO THE FARMER.

Of the advertising based upon the actual needs of the farm that relating to implements and vehicles easily ranks first and much of it is of the highest excellence, though some of the manufacturers seem to pin their chief faith to elaborately printed booklets and catalogues; while many of the farm machinery men still sell exclusively through dealers and the only advertising they do is in a hap-hazard way in a few trade papers. The makers of separators are especially energetic and persistent and much of their advertising is quite attractive. Till a quite recent period most of it seemed—outside of the booklets—to be of too general a nature and lacking in specific reasons why any particular make of separator should be preferred to any other, but there has been a radical change for the better and the essential points of the machines are now brought out in an informative “reason why” fashion that is excellent.

Fencing is well pushed. It is seldom that any but a small space is used and that is apt to be unduly crowded, but the essential points are well brought out and the reader of the advertisement is likely to receive a fairly definite impression of why that especial brand of fence would or would not answer his purpose. The same comment applies to pumps, roofing, windmills, stoves and heaters, power machines, harness, tools for field and garden use, spraying machinery, etc. The concrete workers seem, for some time past, to have been making an especially hard drive at the farmer and stock-breeder, but they, like some of the others, apparently consider that the best use of newspaper or magazine space is a small, vaguely-general statement of the meritorious qualities of concrete and a request that the reader send for “booklet F” or “catalogue J”. They ought to take a lesson from the paint-makers—they hammer their points home, good and strong, and after the farmer has seen one of their advertisements he, even if he never accepts the invitation to “send for a booklet of sample colors,” is not likely to forget that “So-

and-So's Impervious Paint" is a mighty safe thing to use the next time the barn wants going over!

Seed advertising is, inevitably, somewhat spasmodic. It is a thing of a season—when the season comes there is a big splash for a while, followed by a long lull. The seeds-men seem to pay less attention to form than to substance; they tell their story, all right, but do not, as a rule, tell it in an eye-pleasing fashion; apparently attaching less importance to typographic niceties than to the inclusion of a cut—generally poorly engraved—into a crowded mass of too-small type in a too-small space. To this there are a few brilliant exceptions—and it is significant to observe that every such exception appears to be the work of an Advertising Agency. The seed catalogues are apt to be gorgeously gay on the outside and packed to the limit inside with a wonderfully comprehensive mass of ill-arranged and poorly-displayed but useful and interesting information.

Spasmodic, also, would seem to be the right word to use for the Feed advertising—not as a matter of seasons, for even in the summer when the stock is turned out to grass much feed advertising is done—but on account of its curiously uneven quality. By fits and starts it will be excellent and execrable! This especially applies to the prepared feeds, of which there are now so many. To judge by such advertising as appears in the agricultural press and by such other methods as are used at the various Cattle and Horse Shows, the Farmers' Institutes arranged by the Agricultural Colleges and at the State and County Fairs there is no more magnificent field anywhere—and there would seem to be no field wherein so many splendid opportunities are either ignored or wastefully frittered away!

Incubators are, in the main, well advertised, though with a good deal of sameness. The first incubator, by the way, was placed on public exhibition in a Broadway store, in New York, some time in 1845. The enterprising Yankee who made it charged an entry fee of a shilling to see the wonder and had considerable patronage, but the curious sight-seers

were unanimous in believing it to be a fake. The claim that an egg could be hatched out anywhere except under a hen was, on the face of it, an absurdity! The inventor was forced at last, in sheer desperation at their stubborn incredulity, to give practical demonstrations of the truth of his theory by breaking some of the eggs and showing the partly formed chicks. The incubator business is now an enormous one and has had much to do with the growth of the poultry business as a town industry.

ADVERTISING BY THE FARMER.

As regards the converse of the shield: the advertising *from* the farm—well, it is lamentably small in comparison with what it ought to be. In many cases the farmer's produce is distributed through channels which afford him little, if any, means of establishing an impression of individual excellence. His milk goes in bulk to a creamery—if, when tested, it measures up to the required standard it is credited to him at the ruling market rate. That his milk may show a higher percentage of butter-fat than that furnished by any other contributing dairy does not, under the usual conditions, profit him a cent. His eggs, crops, beef cattle, garden truck, etc., are likely to be marketed through a commission house under approximately similar conditions. As a rule this service meets the farmer's requirements for a two-fold reason—partly because his product is apt to be of average quality, so that an average return is all that he can reasonably expect; and partly because he likes the simpler method of having one main channel for his product instead of the many smaller ones which he would have to seek if he marketed his products upon his own account, but in cases where he produces something of distinctive merit the system generally precludes his being able to get the full advantage of it.

In case of a product the reputation of which has been established by the systematic advertising of an association or by collective work from a given territory there is a distinct difference. That advertising has made a certain line of goods

generally known and so has given it a definite added value, so that a commission house can, with safety, separately class and grade lilies from Bermuda; oranges from Florida; prunes, almonds or olives from California, or wheat from Minnesota. But the Californian products, for instance, are of established repute and widely known less through the work of any individual grower than through the advertising incidental to a strenuous state immigration scheme, and the wheat of Minnesota owes less of its wide-spread reputation to the farmers who raise it than to the forceful publicity campaigns of the mill-men who turn it into flour! Without the advertising that has aided in giving them such an assured standing it is doubtful if any shipment from an individual farmer would have been accorded any extra consideration, whatever the merit of the product might be; but the farmers, as a class, seem to be curiously loth to strive for such recognition, except when contesting for a ribbon at a county fair!

The stock breeders, however, are energetic advertisers and their work is mostly of a representative character, both in its merits and its faults. It runs very much in a rut, most of it showing precisely similar features—a small stock cut of a horse, cow or pig, with good convincing copy solidly set in almost unreadable type! Now and then one meets with a real illustration and the cut and accompanying copy is given space enough to admit of it being properly displayed—and the reader rises up and calls that advertiser bless-ed! In dairy products some most excellent work is done. Butter is well advertised in quite a number of instances, as are Cheese, Milk and Cream; but there appears to be hardly any attempt to create a special market for Eggs, except for breeding purposes. Since last August a large commission firm in Philadelphia has been successfully advertising Milhen-Farm Guaranteed Fresh-Laid Eggs. The advertising lays especial stress upon the fact that every egg is selected, tested, dated and sealed; and quite a thriving and rapidly extending business has been established. In view of the fact that the demand

for good eggs is generally ahead of the supply it would seem as if more could be done in this direction.

Why should not the farmer utilize his opportunities more than he does? Even the smallest of farmers could specialize on something, though it be only some line of garden truck. One man in this state specializes on Celery and industriously advertises to clubs, hotels, hospitals and similar institutions throughout Wisconsin; another has done some really excellent advertising for Waukesha Peas, but these seem to be quite exceptional instances. Surely there is plenty of scope and opportunity for such work—why is it so little used? The breeders are not so backward:—though their advertising could be greatly bettered in form and could, with apparent advantage, cover a broader field than the special journals offer, it is earnest as well as insistent and there is a good deal of it.

The various farm journals and magazines are zealous teachers in the cause and most of their own advertising—especially that of the poultry journals—is truly excellent, but relatively few of the poultry-men appear to make a personal application of the lesson it conveys. The “Philo” system of poultry culture is a conspicuous exception and has recently been in liberal evidence in the magazines. In these days of special transportation facilities, to any-one within reach of a car-line, distance counts for little and vegetables, small fruits or dairy produce can be delivered in freshly palatable condition anywhere within the territory reached by a local paper. Some day, perhaps, the farmers will put as much thought to the cultivation of a special market as they now do to the cultivation of a special crop. When that day comes there will be lines of garden truck or fruits advertised as ably and as distinctively as the dairy products are and though the commission man will not make less money the farmer will make more!

CHAPTER 19.

SOME OF THE CAUSES FOR FAILURE.

One thing that is responsible for many advertising failures has been the reliance upon a "blanket" scheme, arranged without due consideration of the varying conditions or sentiment of different sections. A more careful study of this matter of local sentiment and of calendar or trade conditions would prevent many grotesque and needlessly wasteful blunders. Another and far more frequent error is lack of persistency. Too many advertisers who have had a proposition with every requisite for an enduring success, have fallen by the wayside because they were too impatient for immediate results. They fretted because they could not reap their crop the same week it was sown. They are cousins to the man who, having established his goods in public favor, throws away his advantage by cutting down his advertising upon the assumption that the goods are so well known as to no longer need it. The buying public has a dreadfully sluggish memory in some things and unless it is continually prompted is apt to forget its one-time firm faith in a manufacturer's product and go straying after strange gods.

Witness the fortune of St. Jacob's Oil. During and immediately after the Civil war it was prominently advertised and it is probable that no other remedy of its kind ever had a more generally accepted standing. There came a time when the owners decided that it was too well known to make so much advertising outlay necessary. Everybody knew St. Jacob's Oil—why not save this needless expenditure? They did—and they found out what it really means to be "penny-wise and pound-foolish." The heretofore flourishing trade dwindled by swift degrees and presently the goods had en-

tirely passed out of most people's memory. Lately the managers of the property seem to have seen a great light and a cleverly-handled publicity campaign on strictly modern lines is now under way.

A similar instance was afforded by Kingsford's Starch. A generation ago it was found in almost every housewife's pantry and no grocer's stock was complete without it. Probably no product of the kind ever had a steadier sale and more assured hold upon the favor of its customers. There came a time when the advertising ceased and presently Kingsford's began to be less in evidence. The grocer found there was less call for it. The housewife became more susceptible to the grocer's assurance that some other make was "just as good." Not so long ago the name that once was, literally, a household word had almost passed out of memory. Lately there has been a revival and Kingsford's Starch is being now advertised in a most able and up-to-date manner that should ensure excellent results.

A case of somewhat different nature but pertinent in this connection is indicated by a recent story by Elbert Hubbard, in the "Philistine," concerning the Mammoth Cave, in Kentucky. He relates that the cave was, in various ways, well advertised at one time. It was one of the show-places of the country and the income from admission-fees afforded the owner a comfortable competence. In 1869 he died and his heirs concluded to drop the advertising as being a needless expense. They believed that the place was so well known as to assure them, without any effort upon their own part, of the customary income. They have found out their error. The income from admission-fees has almost disappeared for the public has been permitted to forget that Kentucky's Mammoth Cave exists. To quote the "Philistine":--"Caves are not necessary to human happiness until some man, by astute advertising, fills men and women with a desire to see them, and when the advertising ceases the desire ceases also." Lately the Louisville and Nashville Railroad has started advertising the wonders of the cave upon its own account.

CHAPTER 20.

THE PROVINCE OF THE ADVERTISING AGENCY.

As a matter of course all theories relating to successful advertising are dependent upon the assumption that the advertising is backed up by the service and the quality of the goods, but the merit of a product that attains a wide and permanent reputation may be safely taken as proved, for no advertising, however able, will make a standard market for a worthless commodity, but there are few wares that would, in these days of strenuous competition, command much vogue in any outside market if they relied upon merit alone. That is where the Advertising Agent gets in his fine work! It is he who, by his command of numerous channels and comprehensive facilities, makes it more practicable for the manufacturer to trumpet the praises of his goods not merely throughout his own country but in every language and to every nation under the sun!

When the wife of some African burgher first buys some of the National Biscuit Company's products the chances are that her impelling motive lies less in her actual knowledge of the goods than in the impression conveyed by the Advertising Man's insistent assurance that "Unceda Biscuit," and his care that the goods shall be there to buy and attractively presented to her attention whenever she may happen to be in a buying mood. Where smiles the Sphinx, majestic and inscrutable, you will find the carton of some well-known Breakfast Food; inmates of Turkish harems have seen "that

hump!" and are using the De Long Hook and Eye; the Russian farmer is learning to use farming machinery that is impressed with the firm name of J. I. Case or the International Harvester Co., while his wife does her stitching upon a Singer or Wheeler and Wilson sewing machine. In the Australian scrub Schlitz, Pabst and Anheuser-Busch are familiar names. The hunter in Arkansas or the explorer in the remote wilds of Afghanistan are equally likely to carry an Elgin or Waltham watch and a Colt or Smith and Wesson revolver! The list could be stretched out interminably, for it would be hard to find any place on the map where the aggressive resourcefulness of the Advertising Agent has not made a market for some line of goods that would, but for his enterprising activity, be little known outside of its home territory.

The growth of the Mail Order business, the rapid spread of Rural Free Delivery and the improved means of ready communication by trolley and telephone have revolutionized many lines of business within the past ten years and have materially affected all, with a coincident evolution of broadening advertising methods. Advertising is not—nor, in the very nature of things, can it ever be—an exact science. There is no form of advertising that is absolutely the best for all purposes, nor is there any form of advertising that may not be absolutely the best for some especial purpose, but I believe few will question the opinion that the printed page—newspaper and magazine advertising—is the most valuable for most purposes. The youthful "expert" who is at the beginning of things is prone to formulate "rule-of-thumb" systems that are supposedly applicable to every conceivable phase of the advertising game—there comes a time when he has un-learned much of it, but when that time comes he knows a whole lot more than he did. He has found that there is always some new problem to be mastered; that some new phase of the subject calls for a new adaptation of method to meet an especial need—and he learns to attach more im-

portance to practical results than to theoretical methods of attaining them.

It is in just this kind of knowledge—the appreciation of the diversely manifold phases of his work; the comprehensive perception of the area to be covered and the most effectual means of covering it—that the Advertising Agent is apt to be representative of the most advanced advertising thought of his time. The inevitable breadth and scope of his experience; his varied technical knowledge; his ingenuity and resourcefulness; his comprehensive and carefully collated data as to media, rates and territorial business conditions and the far-reaching facilities at his command are all factors in making him one of the most forceful and influential features of the commercial and industrial progress of our age.

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B. B. Ayers

*Advertising Manager, The American Steel & Wire Company,
Chicago.*



H. G. Ashbrook

*Advertising Manager, The Glidden Varnish Company,
Cleveland.*



J. G. Anderson

President, The Rock Hill Buggy Company, Rock Hill, S. C.



Henry M. Besett

*General Manager, The Wells & Richardson Company,
Burlington, Vt.*



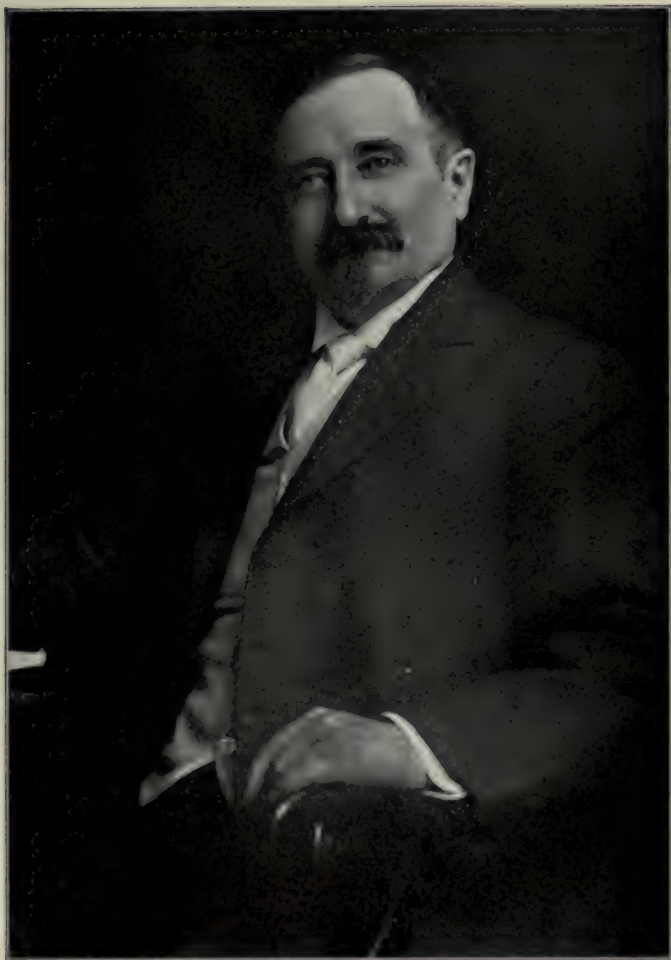
E. W. Beine

*Treasurer & Managing Director, The Regal Shoe Company,
Boston.*



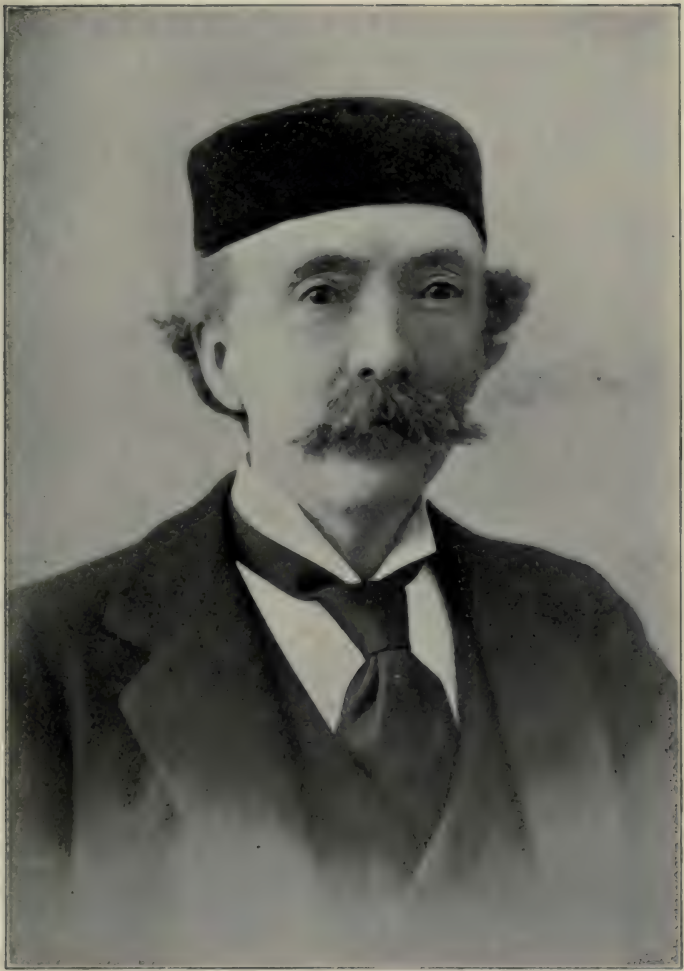
H. C. Brown

*Advertising Manager, The Victor Talking Machine Company,
Camden, N. J.*



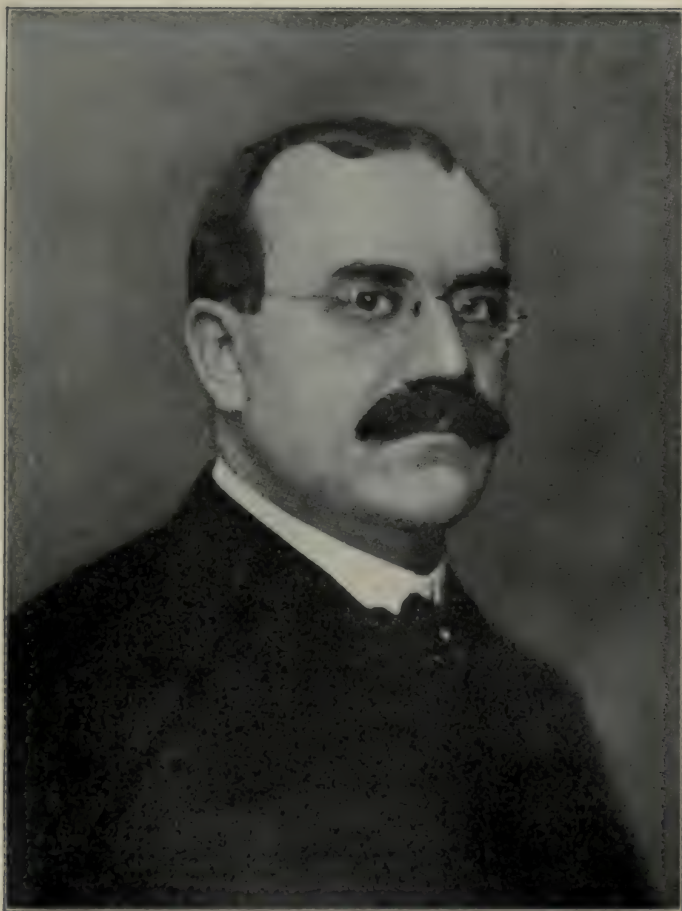
J. P. F. Bieber

*Manager, The Nineteen Hundred Washer Company,
Binghamton, N. Y.*



James M. Dagbee

Advertising Manager, Messrs. Walter Baker & Co., Boston.



J. E. [unclear]

*Advertising Manager, The Washburn-Crosby Company,
Minneapolis.*



J. S. Bell.

*Advertising Manager, The Electro-Silicon Company,
New York City.*



W H Black

President, The Black Manufacturing Company, Chicago.



C. C. Brooks

President, The Brooks Manufacturing Co., Saginaw, Mich.



Frank D. Blake

Advertising Manager, Messrs. Deere & Company, Moline, Ill.



C. J. Bailey

President, Messrs. C. J. Bailey & Company, Boston.



Chas M Beer

Advertising Manager, Dr. Hess & Clark, Ashland, Ohio.



Fora Chesebrough

President, The Chesebrough Mfg. Co., New York City.



Edwin Cawston

President, The Cawston Ostrich Farm, South Pasadena, Cal.



Chas W. Cheney

Superintendent, The Mellin's Food Company, Boston.



J. H. Potter

Advertising Manager, The W. W. Kimball Company, Chicago,



O. L. Chase

The "Paint Man," St. Louis.



Manson Campbell

*President, The Manson Campbell Company, Ltd., Chatham,
Ontario, Can.*



Chas A. Gibson

President, The Model Incubator Company, Buffalo.



Truman A. De Weese

*Director of Publicity, The Shredded Wheat Company,
Niagara Falls, N. Y.*



Cy H Davis

*Advertising Manager, The Diamond Crystal Salt Company,
St. Clair, Mich.*



J. C. Doss

Advertising Manager, The Coca-Cola Company, Atlanta, Ga.



K. P. Drysdale

*Advertising Manager, The Cadillac Motor Car Company,
Detroit.*



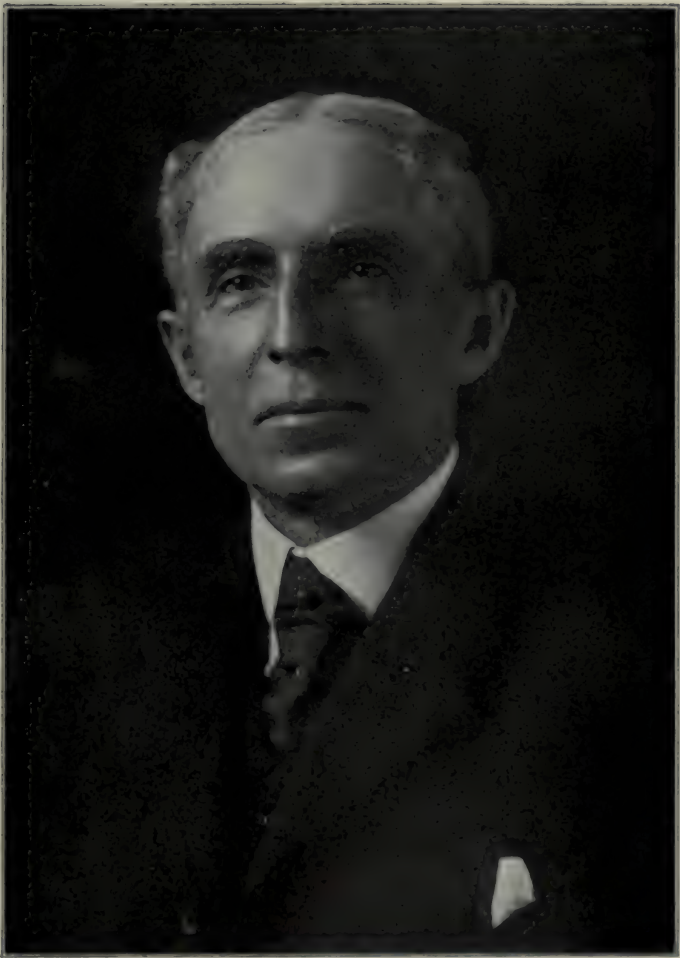
George Palmer

*President & Treasurer, The Dana Manufacturing Company,
Cincinnati.*



Frank I. Enskines

*Advertising Manager, The W. L. Douglas Shoe Company,
Brockton, Mass.*



Charles E. Games

Advertising Manager, Detroit White Lead Works, Detroit.



W. M. Fairbanks

Advertising Manager, The J. C. Ayer Company, Lowell, Mass.



Len. M. Frailey

Secretary, The Joseph Campbell Co., Camden, N. J.



Edw. French

*Secretary and Treasurer, The Holeproof Hosiery Company,
Milwaukee.*



J. H. Sturges

Advertising Manager, The Regina Company, Rahway, N. J.



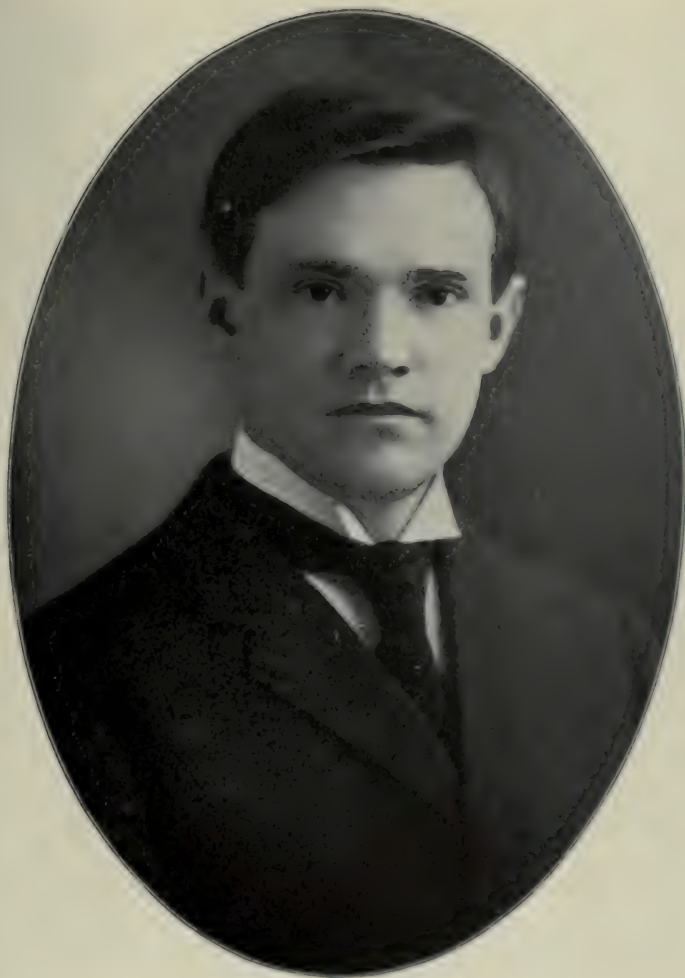
Hamilton E. Egan
“

*Advertising Manager, The Sanitol Chemical Laboratory
Company, St. Louis.*



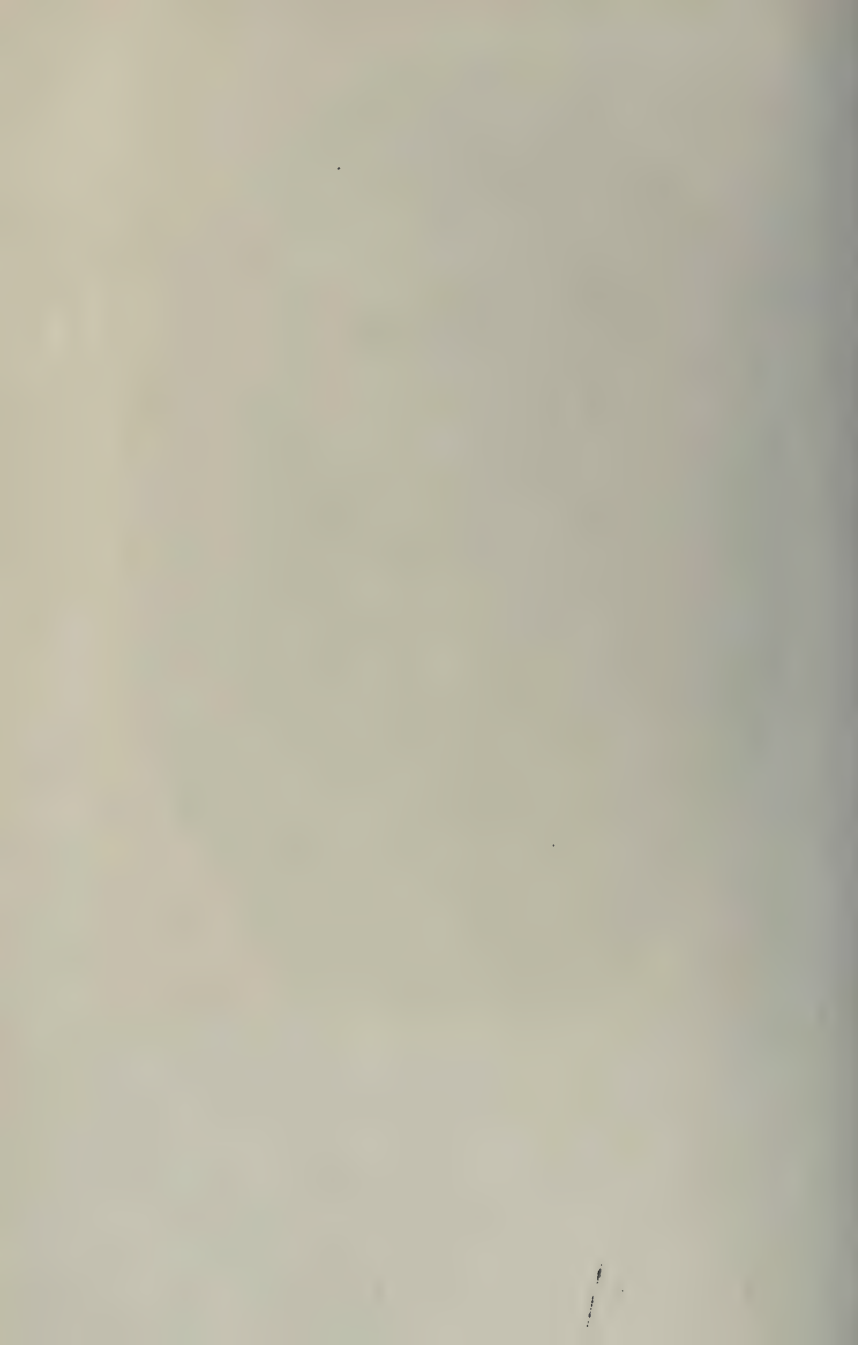
H. B. Gillespie

Advertising Manager, The Michigan Store Company, Detroit.



A. H. Allen

Advertising Manager, The Detroit Stove Works, Detroit.





J. H. L. Gage

*Advertising Manager, Messrs. Robt. H. Ingersoll & Brother,
New York City.*



Brentford

Proprietor, The Carter Medicine Company, New York City.



Marie Hilborn

Advertising Manager, The Siegel-Cooper Co., New York City.



Charles W. Hers

Advertising Manager, The Quaker Oats Company, Chicago.

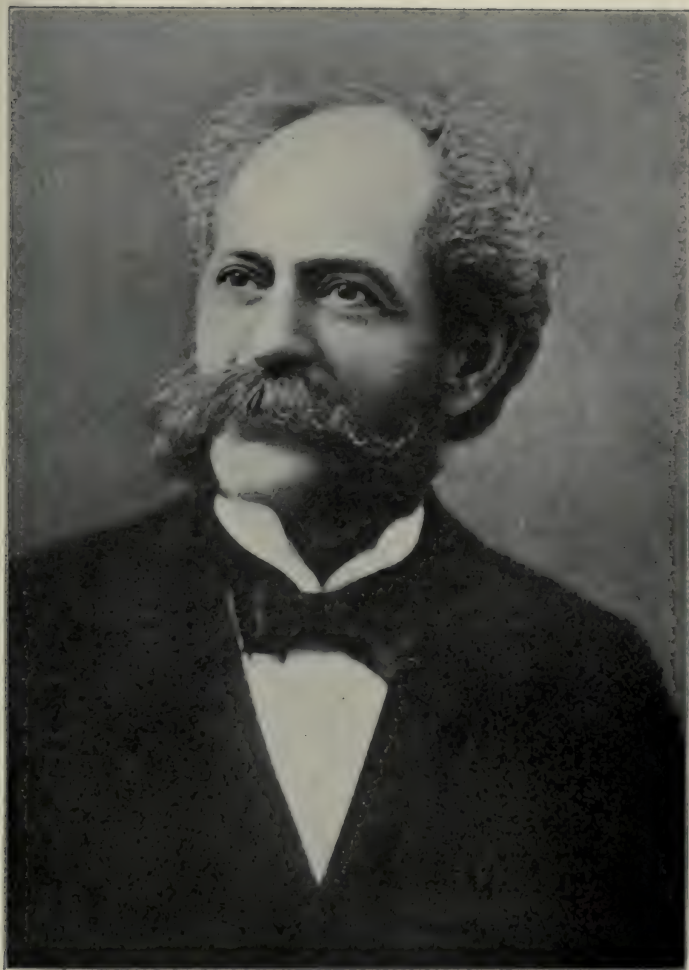


Manager, The German Kali Works, Chicago.



J. C. Farrow

*Advertising Manager, The National Lead Company,
New York City.*

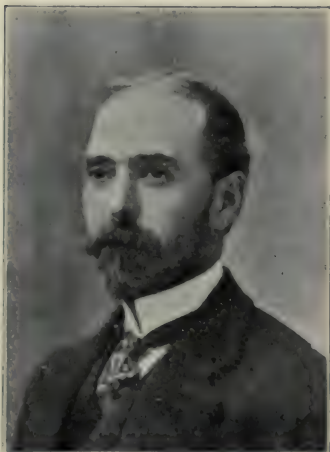


H. J. Heinz

Founder of The H. J. Heinz Company, Pittsburg.



Charles H. Ingersoll



Robert H. Ingersoll

Messrs. Robt. H. Ingersoll & Bro., New York City.



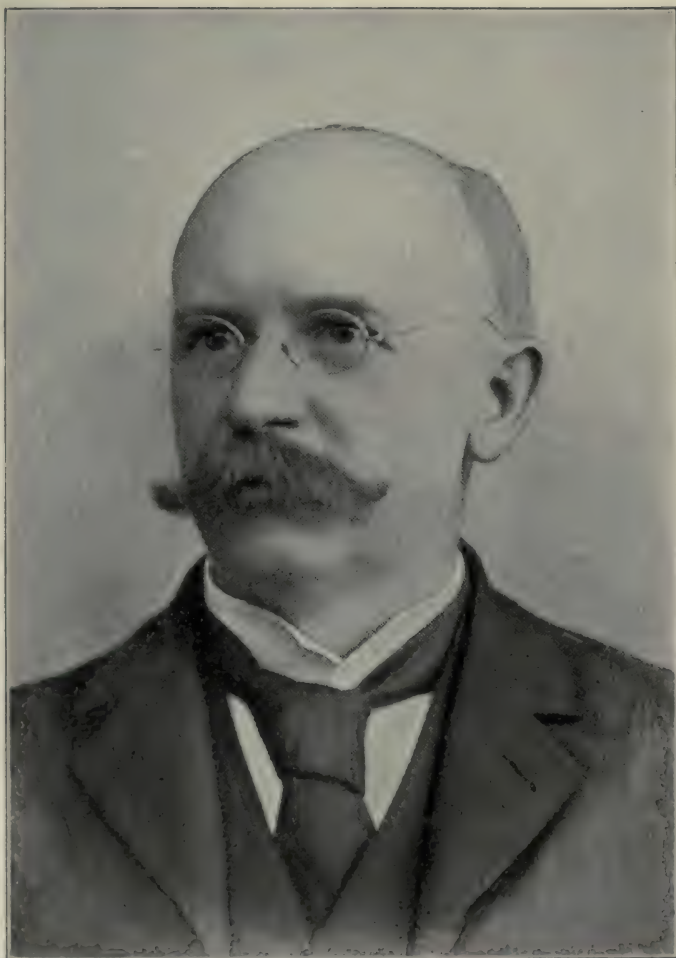
A. S. Kramer

*President and General Manager, The Sterling Remedy
Company, Kramer, Ind.*



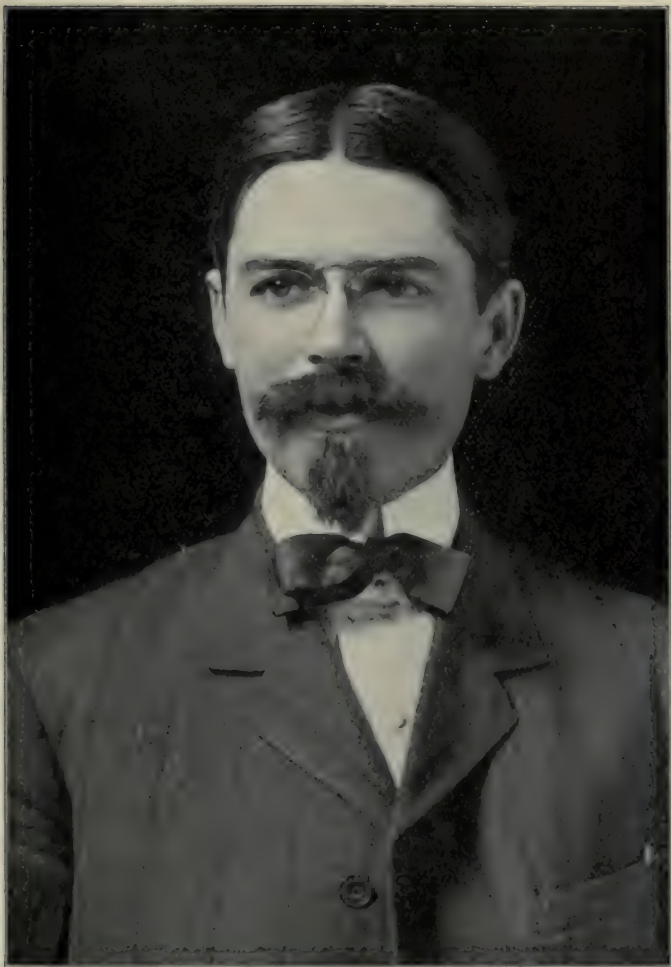
Edward P. Kastler

*Advertising Manager, The Horlick's Malted Milk Company,
Racine, Wis.*



Geo. H. H. H.

Secretary, The Jos. Dixon Crucible Company, Jersey City.



A. G. Lane, mngy

*Advertising Manager, Messrs. Fairbanks, Morse & Co.,
Chicago.*



P. E. McLaughlin

*Advertising Manager, Hamilton-Brown Shoe Company,
St. Louis.*



L. E. McHenry

*Advertising Manager, The National Phonograph Company,
Orange, N. J.*



Geo. P. Metzger

*Advertising Manager, The Columbia Phonograph Company,
New York City.*



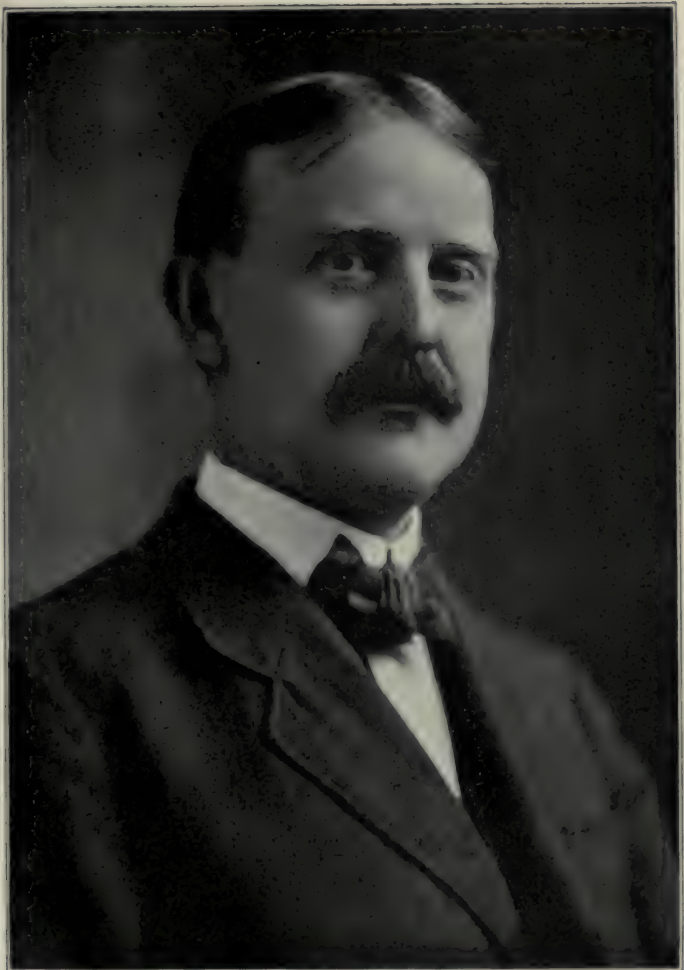
W. H. McLaughlin.

With Messrs. Walter Baker & Co., Boston.



George H. Campbell Jr.

Advertising Manager, Messrs. Hall & Ruckel, New York City.



J. H. Martin

*Advertising Manager, The Globe-Wernicke Company,
Cincinnati.*



Chas W Mearns

*Advertising Manager, The Winton Motor Carriage Company,
Cleveland.*



Elijah A Morse.

*Founder of the Firm of Messrs. Morse Bros. (Rising Sun
Store Polish), Canton, Mass.*



D. W. Neubro

President, The Herpicide Company, Detroit.



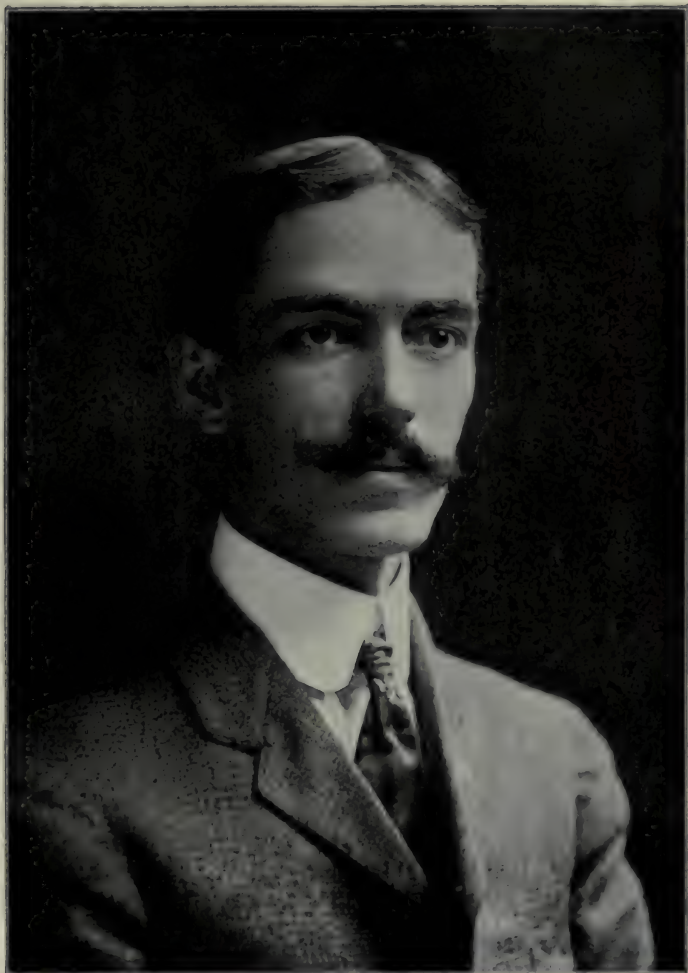
Mr. W. D. O'Connell

*Advertising Manager, The International Harvester Company
of America, Chicago.*



Sincerely Yours L. M. Post.

Chairman, The Postum Cereal Company, Ltd., Battle Creek.



Howard M. Post.

*Advertising Manager, The Western Electric Company,
New York City.*



Chas. A. Pearce

*Advertising Manager, The B. J. Johnson Soap Company,
Milwaukee.*



Geo. C. Perkins

*Treasurer, The M. Heminway & Sons Silk Co.,
New York City.*



H. C. Phelps

*President and Treasurer, The Ohio Carriage Mfg. Co.,
Cincinnati.*



Edward L. Poor.

Advertising Manager, The Crofts & Reed Company, Chicago.



Irvin Rosenfeld

*Advertising Manager, Messrs. Sears, Roebuck & Company,
Chicago.*



John Henry Rorer

Advertising Manager, The Aeolian Company, New York City.



Wm. H. Reese

Advertising Manager, The Patton Paint Company, Milwaukee



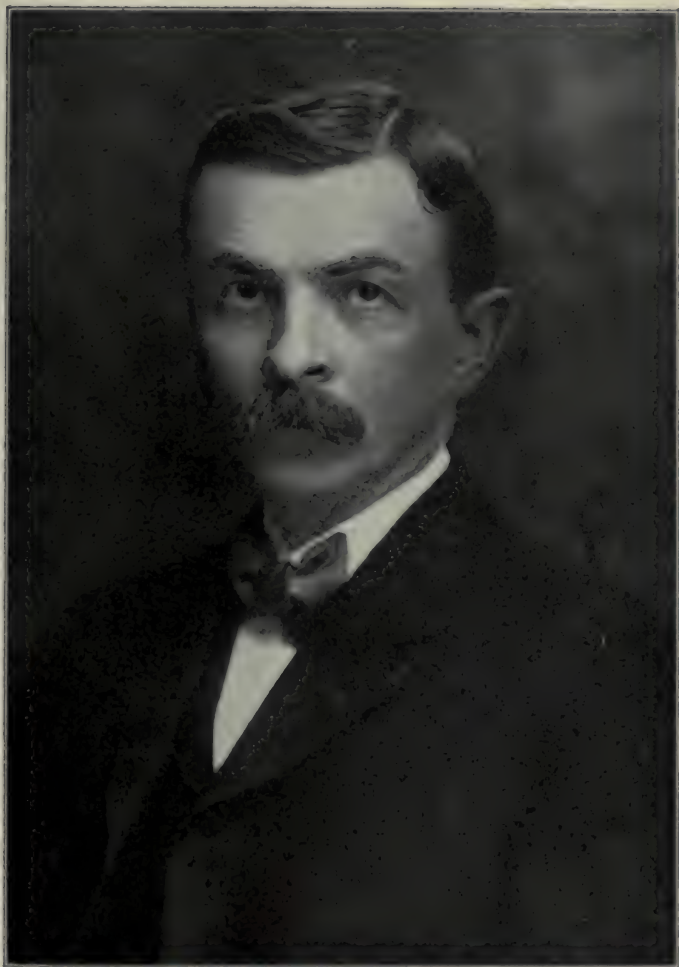
Mr Rothschild

Manager, The Chicago Housewrecking Company, Chicago.



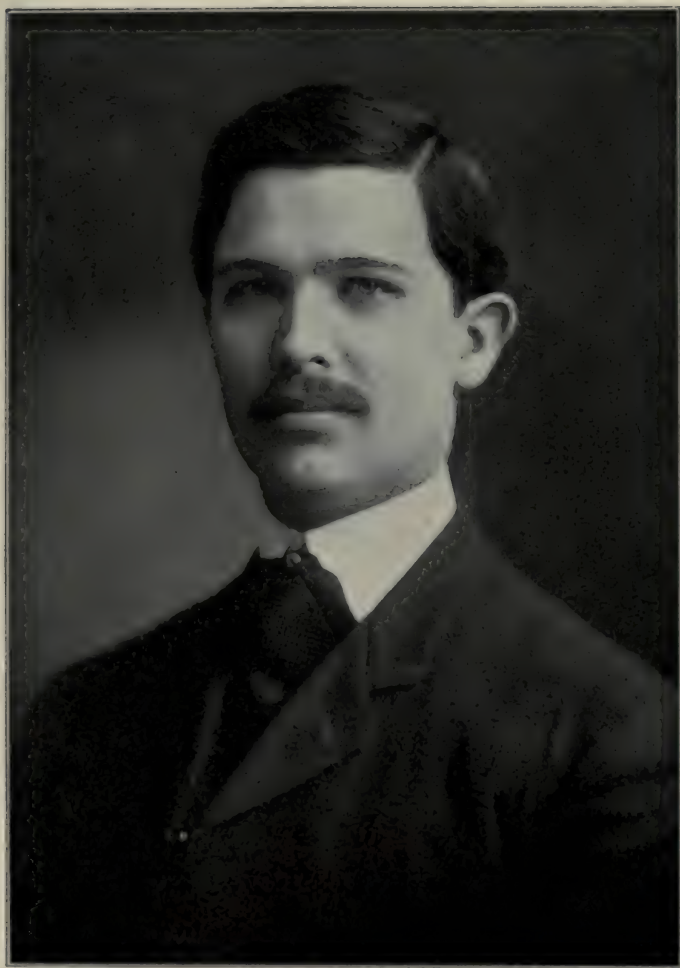
Ernest C. Chi

*Treasurer & General Manager, The Plymouth Rock Squab
Company, Boston.*



W.G. Snow

*Advertising Manager, The Meriden Britannia Company,
Meriden, Conn.*



G. H. Sharpe

*Advertising Manager, The Studebaker Bros. Mfg. Company,
South Bend, Ind.*



W. E. Shanahan

*Advertising Manager, The Bissell Carpet Sweeper Company,
Grand Rapids, Mich.*



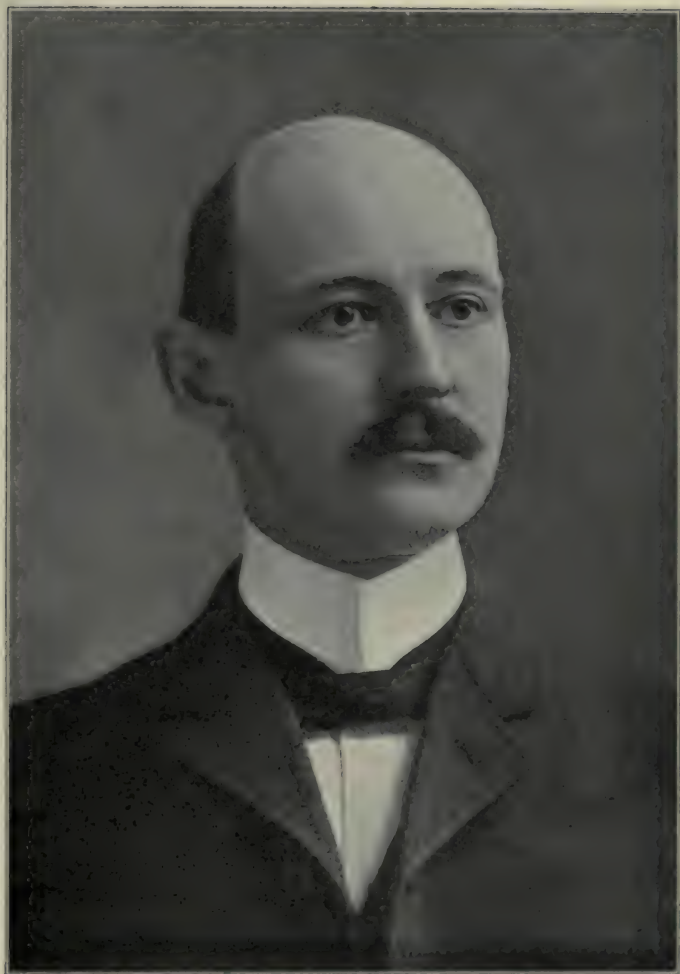
Charles Coleman Stoddard

*Advertising Manager, The Wing Piano Company,
New York City.*



F. W. Schmucker

The Peruna Drug Manufacturing Company, Columbus.



L. H. Louie

*Advertising Manager, The Bon Ami Company,
New York City.*



H. S. Snyder

*Advertising Manager, The Jos. Dixon Crucible Company,
Jersey City, N. J.*



Harry V. Scott

Vice-President, The Gordon Van Tine Co., Davenport, Ia.



W. W. Savage

*Manager and Proprietor, The International Stock Food
Company, Minneapolis.*



*Very truly
E. L. Shuey*

Advertising Manager, Messrs. Lowe Bros., Dayton, Ohio.



James C. Thomas

*Advertising Manager, Messrs. Montgomery Ward & Co.,
Chicago.*



Wm. Thompson

*President and General Manager, The Kalamazoo Stove
Company, Kalamazoo, Mich.*



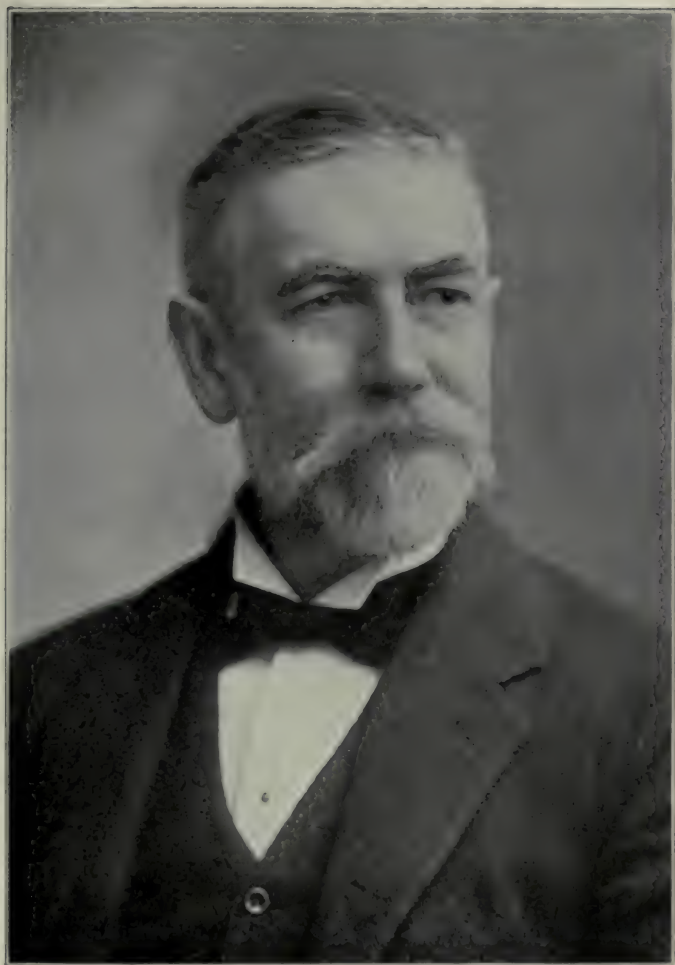
J. B. Hornum

*Advertising Manager, Messrs. Libby, McNeill & Libby,
Indianapolis.*



Alvin Trojan

Manager, Hunyadi János, New York City.



Arthur Ham

Advertising Manager for Sapolio, New York City.



W M Wicks

*Advertising Manager, The Van Camp Packing Company,
Indianapolis*



J. H. Wartman

Advertising Writer for The Jos. Campbell Co., Camden, N. J.



J. N. Wheeler

*Advertising Manager, The Pompeian Manufacturing
Company, Cleveland.*



James T. Wrigley, Jr.
Pres. Wrigley & Co.

President, Messrs. Wm. Wrigley, Jr. & Company, Chicago.



Mattson Meyer

*Secretary and Treasurer, The Calumet Baking Powder
Company, Chicago.*



Ray Wellington

Sales Manager, The Wilbur Stock Food Company, Milwaukee.



Leo Weiss Eubank

Advertising Manager, The Boston Store, Chicago.



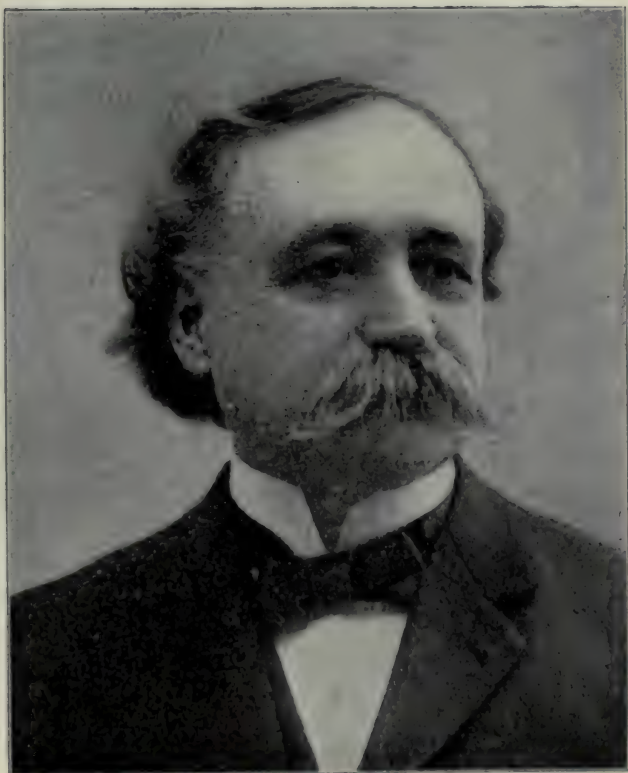
E. A. Goodman

*Advertising Manager, Chicago, Rock Island & Pacific
Railway Company, Chicago.*



Young

*Advertising Manager, The Chicago, Milwaukee & St. Paul
Railway, Chicago.*



F. Wayland Ayer

*Founder of the N. W. Ayer & Son Advertising Agency,
Philadelphia.*



H. Benjamin

The Helen E. Benjamin Advertising Agency, Philadelphia.



Wm Baldwin

Advertising Agent, New York City.



*George G. Young,
First Vice President*



*H. A. Biggs,
President*

*Biggs, Young, Shone & Company, Advertising Agents,
New York City.*



O. H. Blackman, President



F. J. Ross, Vice-President



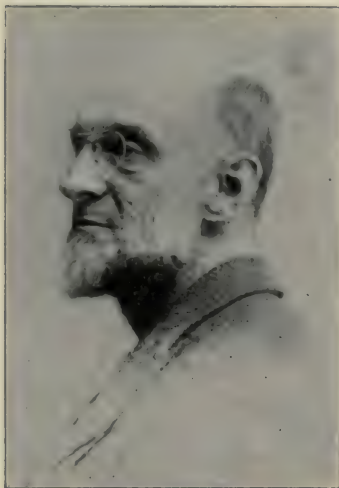
Frank J. Hermes, Secretary

The Blackman Company, Advertising, New York City.



Walter Binner

*The Walter Binner Company, Advertising Agents,
New York City.*



J. W. Barber



H. Barber



H. Wesley Curtis

J. W. Barber Advertising Agency, Boston.



E. R. Blaine



J. E. Thompson

*The Blaine-Thompson Company, Advertising Agents,
Cincinnati.*



C. A. Burrell

The Burrell Advertising Company, Cleveland.

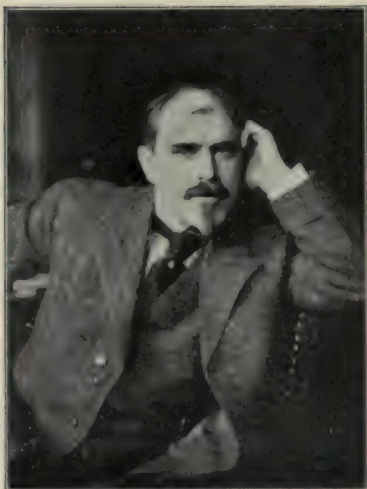


Charles Blum

The Charles Blum Advertising Agency, Philadelphia.



Ralph Holden



Earnest Elmo Calkins

Calkins & Holden, Advertising, New York City.



Nelson Chesman & Company, St. Louis.

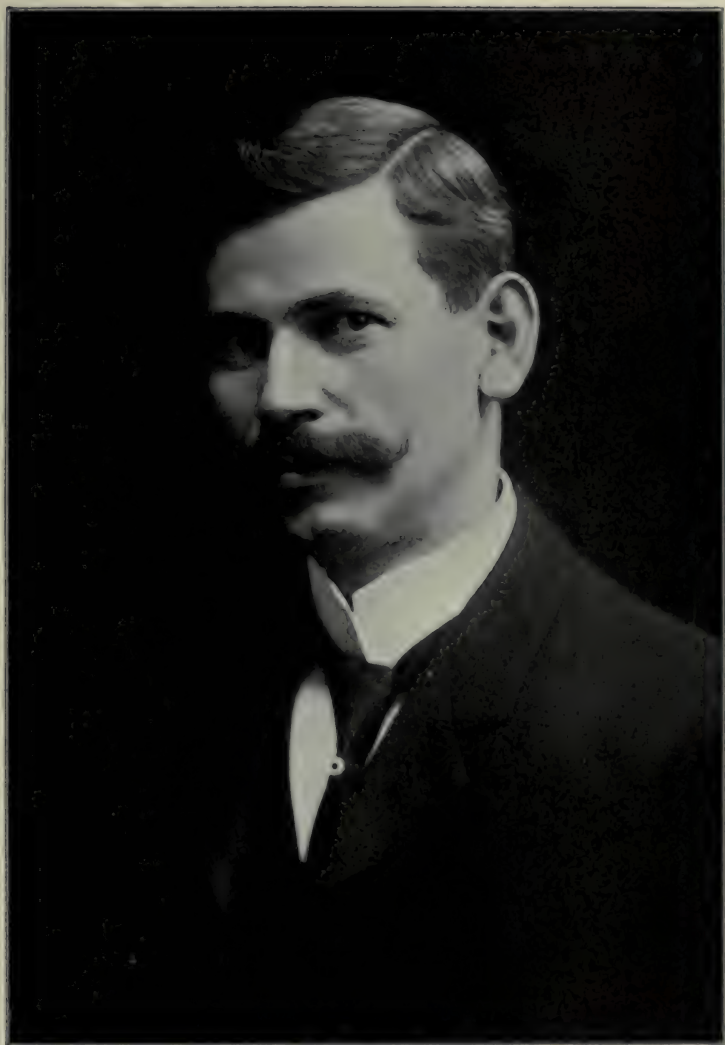


The Charles Advertising Service, New York City.



David M. King

Corning Advertising Agency, St. Paul.



A. D. Curtis

Curtis-Newhall Company, Advertising Contractors, Los Angeles.



*Roscoe Moon,
Ass't. Director of Service*



*W. A. Krasselt,
Secretary and Treasurer*



F. G. Cramer, President



*J. M. Grantham,
Manager Literary Department*



*Raymond T. Carver,
Sales Manager*

The Cramer-Krasselt Company, Advertising Agents, Milwaukee.

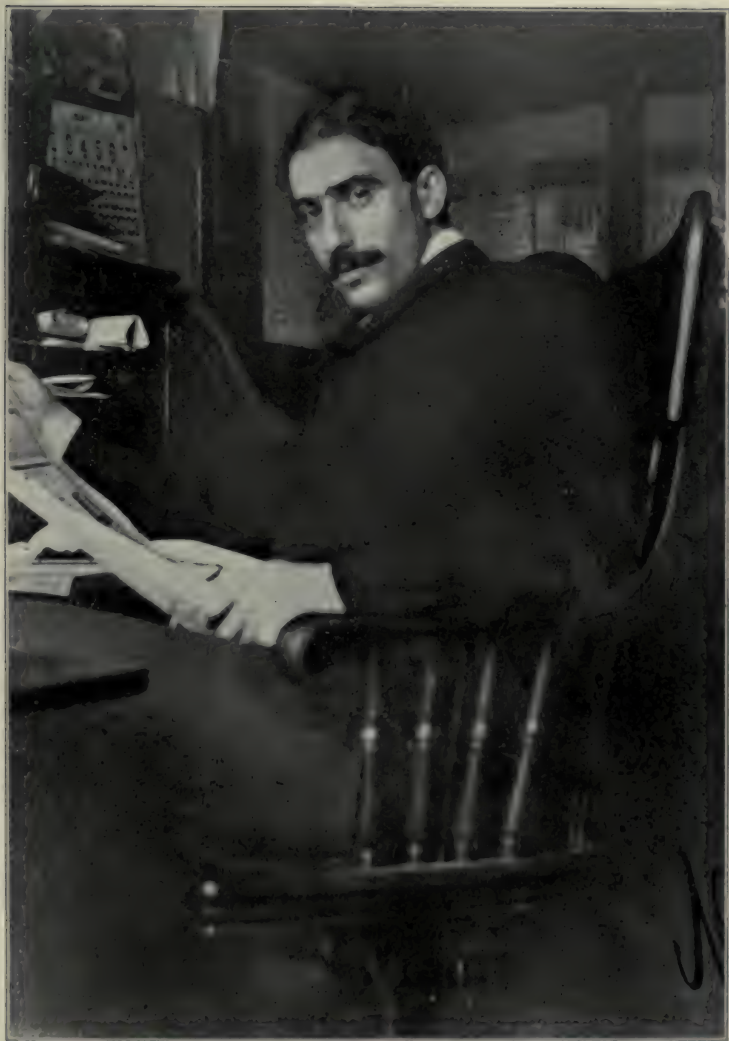


*Albert Dollenmayer,
President and Treasurer*



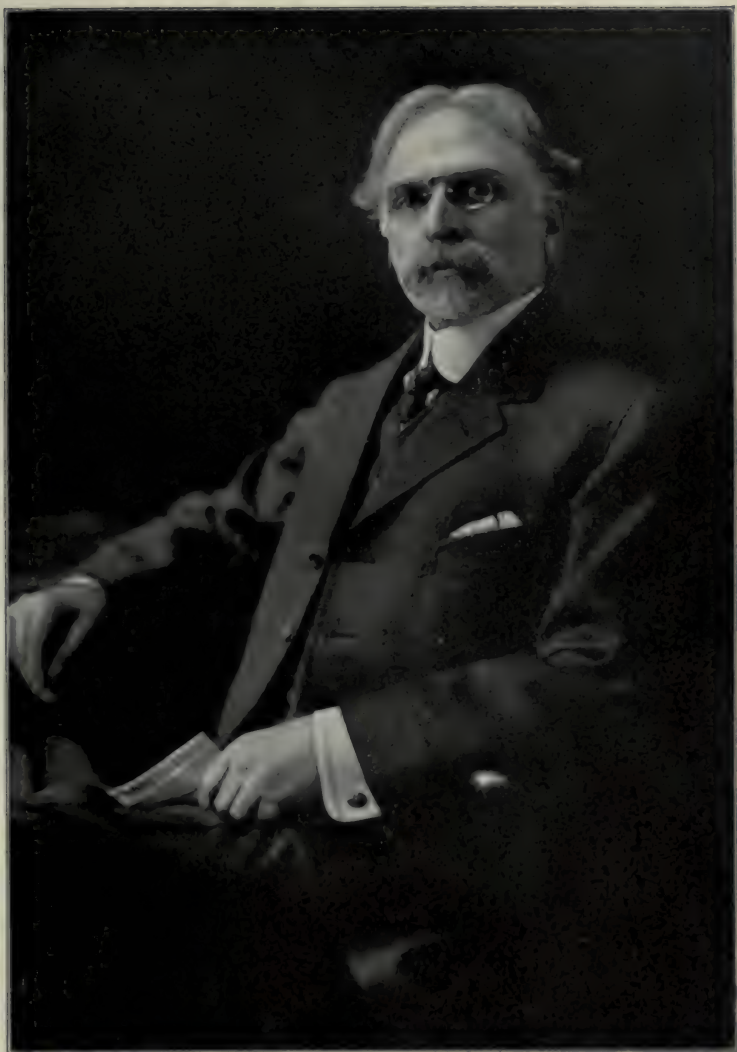
*H. F. Sewell,
Vice President*

Dollenmayer Advertising Agency, Minneapolis.



S. S. David

The S. S. David Advertising Agency, Chicago.

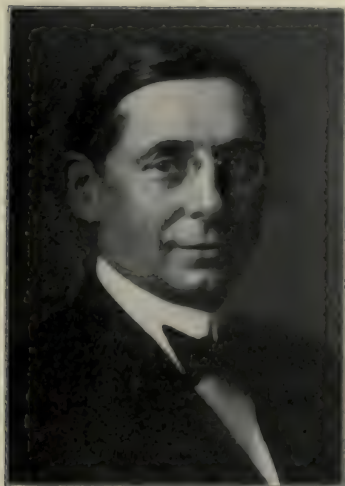


Ames

Eastern Advertisers Company, New York City.



Floyd R. Perkins, President



*George H. Ely,
Secretary and Treasurer*



*J. Howard Start,
Vice President*

Chas. H. Fuller Company, Advertising Agents, Chicago.



*H. Prescott Simpson,
Vice President*



*W. G. Fowler,
Secretary and Treasurer*



*Archibald E. Fowler,
President and General Manager*



*George Wilson Craig,
Manager Copy Department*



*Harry W. Averill,
Publicity Manager*

The Fowler-Simpson Company, General Advertising, Cleveland.



Nath'l C. Fowler, Jr

Advertising Agent, Boston.



F. C. Grandin

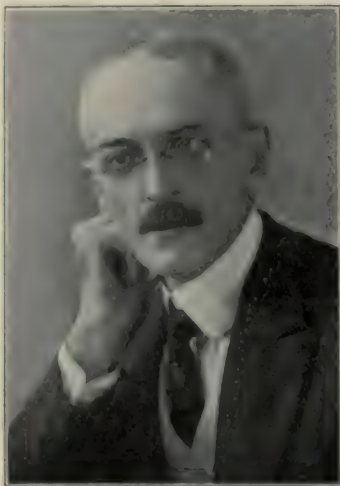
Grandin Advertising Agency, Battle Creek, Mich.



Alfred Gratz, Proprietor



*Walter M. Armstrong,
Chief of Art Dept.*



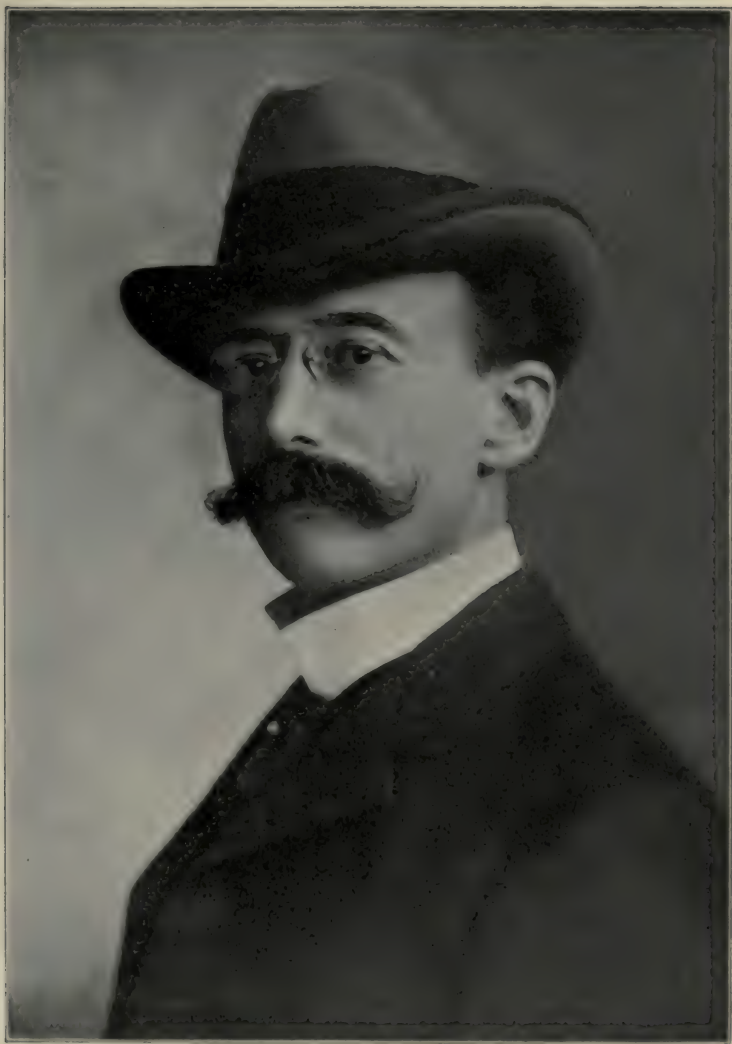
*Wm. M. Price,
Chief of Copy Dept.*

Alfred Gratz Advertising Agency, Philadelphia.



Old Guenther Jr.

Guenther-Bradford & Company, Advertising Agents, Chicago.



Edward T. Howard

Edward T. Howard, General Advertising Agency, New York City.



*H. B. Humphrey,
President*



*Cleaveland A. Chandler,
Vice President*

H. B. Humphrey Company, Advertising Agents, Boston.



*L. H. Baker,
Vice President and Treasurer*



*F. O. Larson,
Secretary*



E. S. Horn, President



*E. F. Gardner,
Manager Copy Department*



*Charles C. Jack,
Chief of Rate Department*

Horn-Baker Advertising Company, Kansas City.



M. Taylor, President

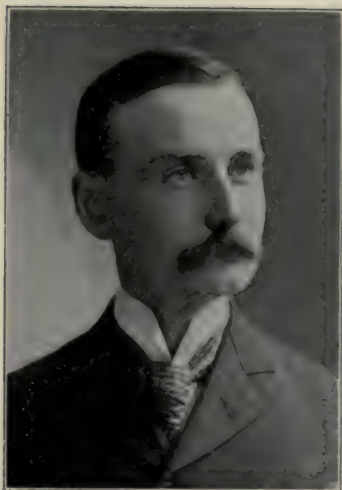


*C. E. Walters,
Secretary and Treasurer*



*C. H. Hall,
Vice-President*

The Hall-Taylor Company, Advertising Service, Milwaukee.



H. I. Ireland, Proprietor



*Russell Gray,
Manager Department of
Business Literature*



*Louis E. Hale,
Manager Department of
Rates and Contracts*

The Ireland Advertising Agency, Philadelphia.



H. W. Kastor & Sons Advertising Company, St. Louis.

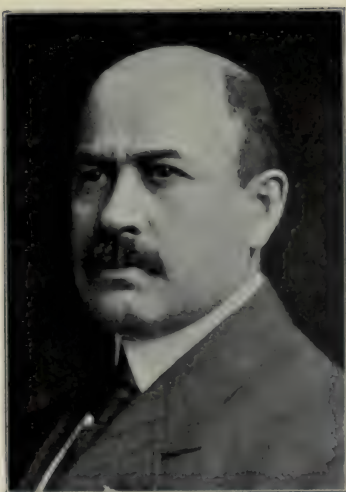


Otto J. Koch

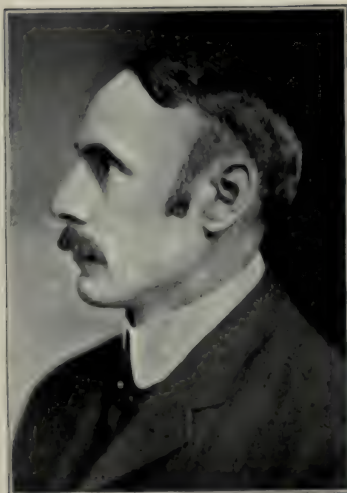
Otto J. Koch Advertising Agency, Milwaukee.



D. H. Taylor, President



E. E. Critchfield, Vice President

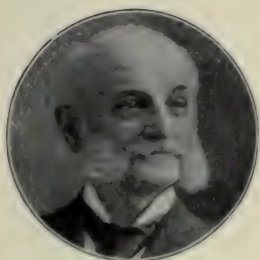


Chas. H. Porter, Treasurer



Frederick A. Sperry, Secretary

Long-Critchfield Corporation, Chicago.



D. M. Lord



A. L. Thomas

Founders of the Lord & Thomas Advertising Agency, Chicago.



Ben Leven, President



Chas. F. W. Nichols, Vice President



Clayton Cunningham, Treasurer



Joseph H. Finn, Secretary

Ben Leven-Nichols Advertising Company, Chicago.



Nelson W. Lee, Treasurer



Joseph L. Lee, President

The Lee Advertising Company, Chicago.



Frank W. Lenhoff

Advertising Agent, Chicago.



John Lee Mahin, President



*Eugene F. Kline,
Vice President*



*H. A. Groth,
Secretary and Treasurer*

The Mahin Advertising Company, Chicago.



Geo. N. Mead

The George H. Mead Agency, Chicago.



*Wm. D. McJunkin,
Proprietor*



*L. A. DeYoung, Jr.,
Office Manager and Rate-man*



*Ellsworth Young,
Art Department*

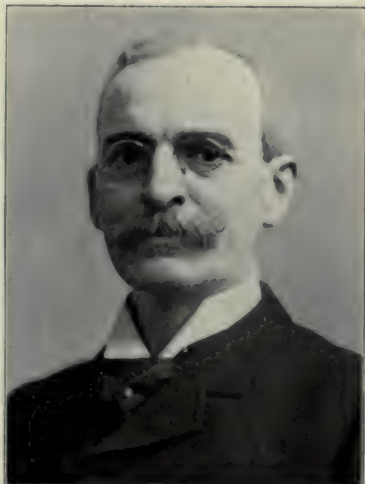


*Harry M. Sloan,
Advertisement Writer*

Wm. D. McJunkin Advertising Agency, Chicago.



S. C. Moss, Treasurer



J. C. Moss, President

J. C. Moss Advertising Agency, Buffalo.



*Wm. H. Mumm,
President*



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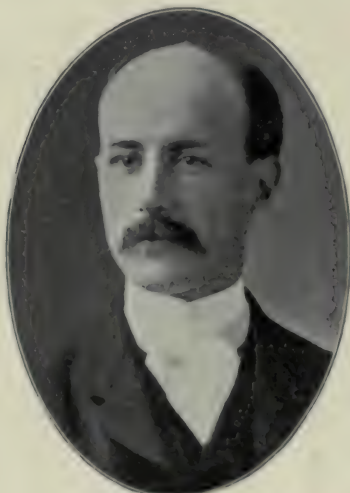
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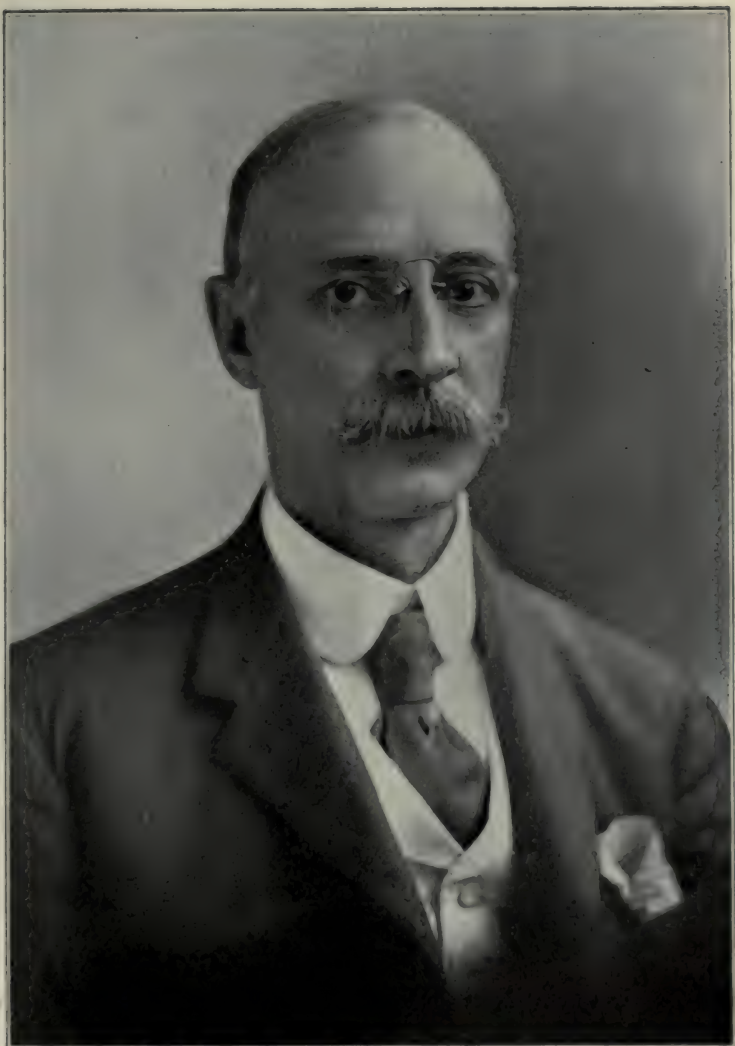


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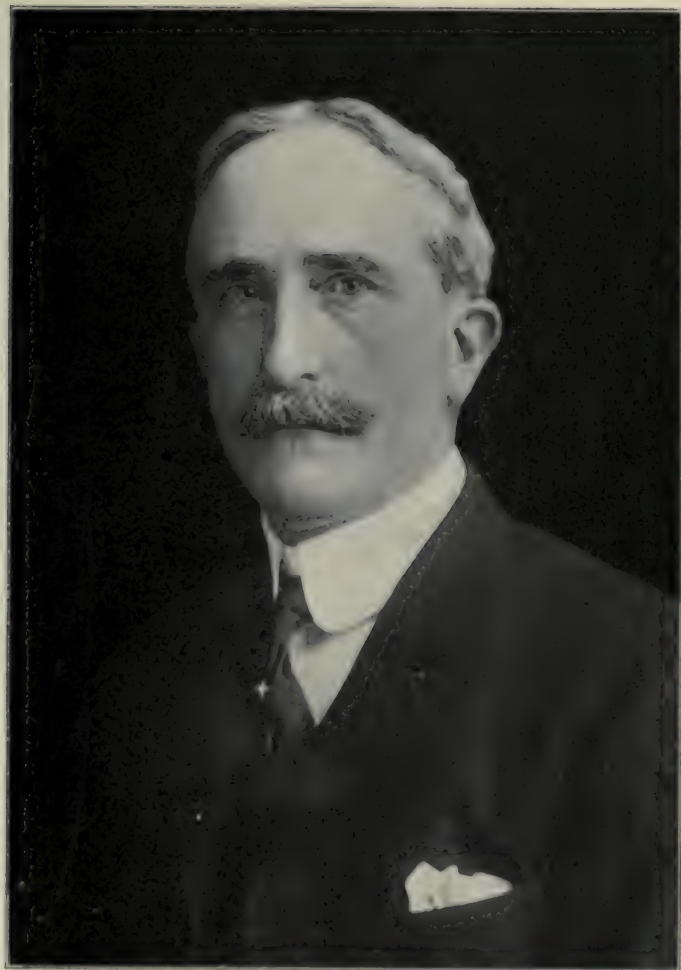
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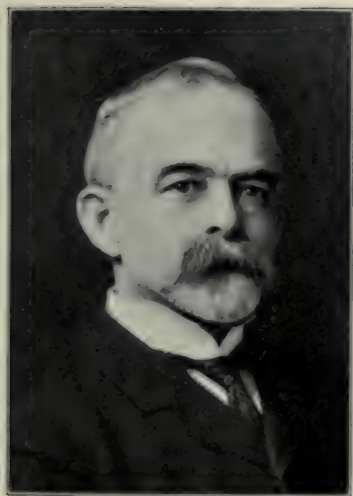
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W. G. Powning

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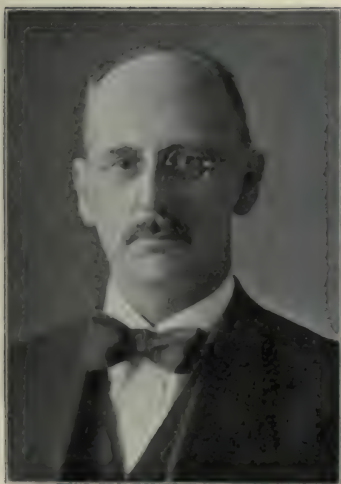
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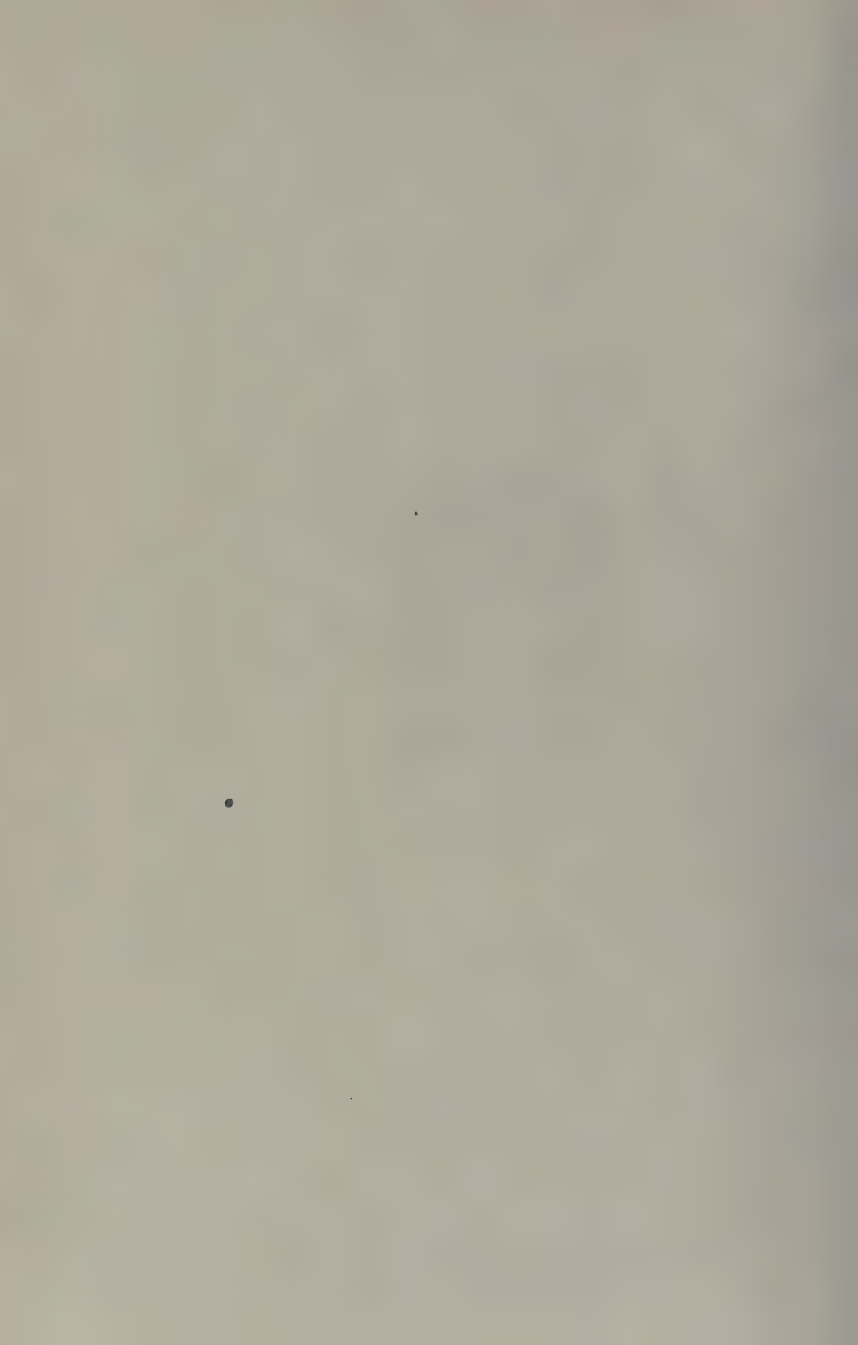
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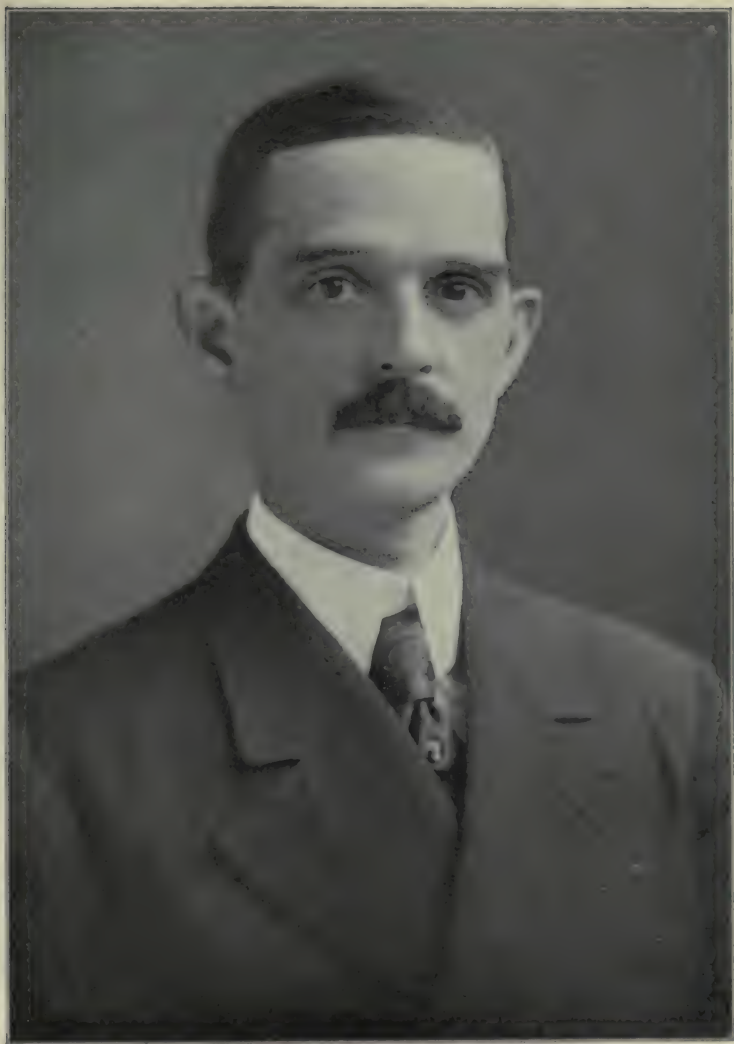
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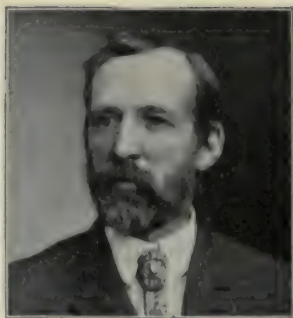


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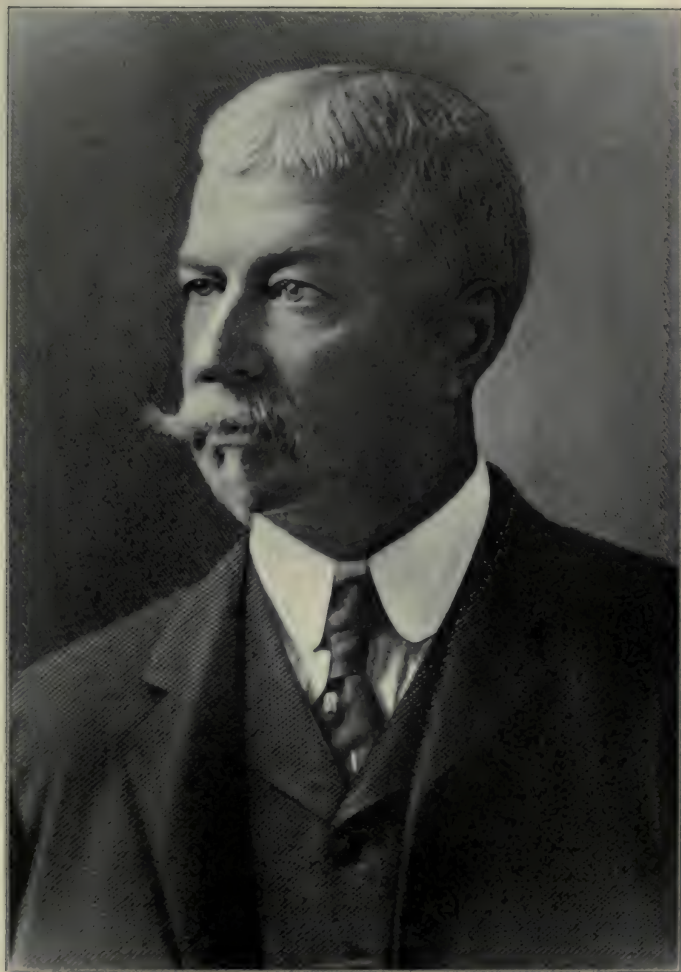
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Director

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Geo. W. Miller

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